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1934 WILSON AVENUE, ARCADIA, CALIFORNIA 91006-1744
TEL 626.355.0041 . FAX 626.836.0867

November 18, 2006

Ms. Donna Vong
Office of the City Clerk
City of Los Angeles
City Hall
200 Spring Street
Room 237
Los Angeles, CA 90012

Subject: Feasibility Assessment of Forming a Property Based BID in San Pedro

Dear Ms. Vong:

This report is written pursuant to Task #1 and #2 of the approved scope of work contained within the professional services agreement (# C-110849; Council File # 04-0522-S1) between Duckworth Consulting and the City of Los Angeles relative to the formation of a property business improvement district (PBID) in the San Pedro area of Los Angeles.

The proposed PBID area includes, but is not limited to, the area traditionally considered to be "Downtown San Pedro," much of which is included within an existing business property improvement district (BBID). Two (2) City of Los Angeles Community Redevelopment Project areas have been formed in portions of the proposed PBID area as well: the Beacon Street Project Area and the Pacific Corridor Project Area.

The proposed PBID area is roughly bounded on the North by Third Street; on East by the Pacific Ocean, which will include Port of Los Angeles parcels including Ports 'O Call and the passenger ship terminal; on the South by Ninth Street; and, on the West by the alley behind Pacific Street. The proponent group has not finally determined a name for the proposed PBID, although those under current consideration include: "Downtown Waterfront District," "Historic Waterfront District," and "Port City L. A. Business Improvement District."

The PBID proponent group is being actively directed by the Governing Board Members of the existing BBID, "Downtown San Pedro Business Improvement District." Included in this group are: Mr. Eric R. Eisenberg, Chair; Mr. Alan Johnson; Mr. Stephen Robbins; Camilla Townsend; and, Mr. Jayme Wilson. It is important to understand that the BBID has historically operated under the auspices of the San Pedro Peninsula Chamber of Commerce, and that their President, Mr. Anthony Santich, and Chief Executive Officer, Ms. Camilla Townsend, have provided enthusiastic support to the PBID formation effort. Mr. Robbins is the Immediate Past President of the Chamber of Commerce.

Duckworth Consulting has been working with the PBID proponent group, the Office of City Council Member Janice Hahn, the Port of Los Angeles, the Los Angeles Community Redevelopment Agency, and the Los Angeles City Clerk's Office to complete the referenced agreement.

Project Goals

As described in Duckworth Consulting's proposal, the City and the WBIA have agreed upon the following goals for this project:

- San Pedro area property and business owners will be empowered through education, case studies, needs assessment, and the insight of experts in the field to effectively evaluate whether or not PBID formation would be a useful revitalization tool.
- San Pedro area property and business owners will be assisted through a democratic, open community workshop process in an effort to establish consensus and, ultimately vote about PBID formation.
- All steps necessary to permit the Los Angeles City Council to adopt a PBID in the San Pedro area will be completed.

The City's project task and schedule matrix, included as Appendix A of the professional services agreement, describes the "feasibility study" as "including, but not limited to: surveying potential assessees utilizing written surveys, focus groups, and/or interviews to determine the probability of success of creating a business improvement district in the proposed area."

The City Clerk Office has historically clarified this task by saying that while the feasibility report should formally document continued interest in the PBID formation by potential assessees, that it should not be so exhaustive as to detract from the resources, time, and effort of actually necessary to getting the project to the petition and balloting stages as prescribed in the State Streets and Highways Code Sections 36000 et.seq.

In consideration of the above-enumerated factors, Duckworth Consulting developed the following methodology.

Feasibility Methodology

All San Pedro PBID area stakeholders were engaged in a process of defining which particular area of the community should be most appropriately designated as a PBID area; and, also, separately engaged in a process of defining specific services that would be sufficiently valued by the business property owners within that area to generate widespread support for PBID formation. At least two (2) Chamber of Commerce meetings and three (3) BBID Advisory Group meetings, in addition to supplemental

"interest group" discussions were devoted to these efforts. It is important to note that the area and the services palette agreed upon, were both desired by the proponent group members from a local business point of view and were appropriate to the State PBID Law.

Definition of Proposed PBID Area and Service Plan

Appended to this report as "Attachment I." is a copy of the proposed PBID boundary map; appended to this report as "Attachment II." is a copy of the proposed PBID service plan or budget; and, appended to this report as "Attachment III." is a copy of the proposed PBID formation project schedule. The essential nature of the PBID formation process in the City of Los Angeles and its supporting open-community-workshop-iterative-developing process dictates a continuously evolving character for these documents.

Nonetheless, in consideration of the above listed documents, the PBID proponent group, which also serves as the BBID Governing Board Member, has provided their unanimous direction "to proceed with PBID formation as soon as possible."

Chamber of Commerce Approval

In addition, the San Pedro Peninsula Chamber of Commerce has formally adopted a set of Public Policy Priorities, the first of which is: "Implementation of a Property Based BID for San Pedro." The Chamber has sent a formal letter to Los Angeles City Council Member Janice Hahn outlining all of these priorities, which target accomplishments in the proposed PBID area including: completion of an Arts and Entertainment Zone; preparation of a comprehensive parking plan for the downtown area; expansion of police services in the redevelopment district; construction of a new LAPD Headquarters in the downtown area; and, expanding educational opportunities in the downtown area. The Chamber's letter, which is appended to this report as "Attachment IV," clearly advocates for PBID adoption and is signed by twenty-five (25) notable local business and property owners.

Appended to this report, as "Attachment V." is a copy of relevant portions of the August 2006 edition of the Chamber newsletter, which presents the referenced public policy priorities in greater detail and includes supplementary supporting commitments to downtown revitalization by the Chamber President, the Chamber Chief Executive Officer, and the new Executive Director of the Port of Los Angeles, Dr. Geraldine Knatz. The agreed upon vehicle of choice to achieve these officials' goals is a PBID. In Dr. Knatz's words: "I am going to make a beautiful bone structure – but I'll be looking to the private sector to propose the muscle." This would seem to be another clear reference to PBID formation.

Port of Los Angeles Partnership

A partnership in favor of PBID formation between the San Pedro business community and the Port of Los Angeles was cemented together in a November 6, 2006 meeting between the PBID's community proponents and Port officials. The letter appended to this report as "Attachment VI" describes that meeting in greater detail. After discussing the proposed PBID service plan / budget, map, and database, the Port Executive Director expressed support for moving ahead with PBID formation and assigned a management staff representative to work closely in that effort. It was agreed at the meeting that Port parcels would be included within the proposed PBID area, although precise details are the subject of continuing work.

Database of Parcels for Proposed PBID

The size and breadth of the PBID proponent group as measured by its relative proportion of the possible PBID area is extensive. Its members and affiliated business / property ownership entities are listed in the table below. This group represents a significant cross section of the community; it includes property owners, property managers, retail interests, office interests, and community members. Importantly, it includes large and small business entities.

A database that provides the parcel-by-parcel details of the proposed PBID area has also been compiled. It has been submitted to the City Clerk's Office for technical review. A copy of that database is appended to this report as "Attachment VI." It reflects 292 individual parcels as of this writing. The manner in which the proposed Service Plan costs would be spread among these various parcels is yet to be determined, however an assessment formula that uses both lot square footage and improvement square footage is being explored. Multiple assessment zones may be considered as well. It is important to understand that the total service plan costs, assessment formula, zones of benefit, or precise PBID boundaries have yet to be determined by the PBID proponent group. These decisions will be based upon the weight of community input and the sound business judgment of the proponent group members.

Proponent group and/or anticipated PBID formation supporter property holdings are shown in the table below, along with the relative size of those holdings.

PBID Proponent / Anticipated Supporter	Bldg. Size	Lot Size
Hollywood Renaissance	32,347	35,371
Jerico Development	82,565	61,419
San Pedro Chamber of Commerce	3,240	4,792
City of Los Angeles	35,584	496,728
Port of Los Angeles	320,748	9,411,652

PBID Focus Group Survey Results

During the course of the PBID formation project conducted to date, a survey of various community focus groups has been distributed to Chamber of Commerce breakfast meeting attendees, Economic Development Summit participants, Chamber of Commerce monthly newsletter recipients, and to BBID meeting participants. Though the surveys were not all returned, they clearly demonstrate community sentiments favoring PBID adoption. Group sentiment during all public meetings has been strongly supportive, which suggests that the survey returns are representative of the full population of PBID stakeholders. All of those responding believe that the downtown San Pedro area would benefit from either the "physical improvements," or the "on-going service improvements," or both such as would be typically provided by a PBID organization. The surveys were completed by approximately fifty (50) individuals and said that parking facilities, sidewalk and street improvements, signage improvements, additional trees, lighting, and other physical improvements would benefit business in San Pedro. The surveys also said that additional security services, improved maintenance services, improved marketing of the area, attraction of new businesses into the area, conducting of special events to attract shoppers, graffiti removal, and other services would benefit business in San Pedro. The complete survey response summary is appended to this report as "Attachment VII." These survey responses, taken together with other factors described in this report indicate that PBID adoption is likely at the Petition and Ballot stages of the project.

Next Steps in the PBID Formation Process

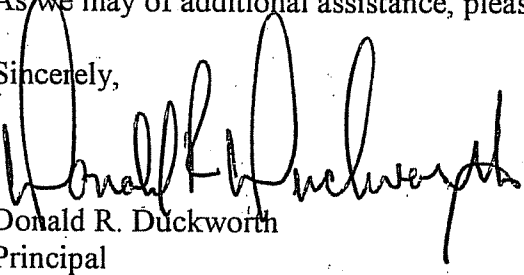
At the time of this writing, the PBID proponent group is preparing for the following actions: to conduct an open invitation public meeting; to begin review of a draft management district plan and engineer's report; and, to begin advocating for petition signatures as provided in State Law leading to the formal balloting and adoption of the proposed PBID area. All of these activities should occur within the next 180 days or so. San Pedro PBID implementation is targeted for January 2008.

Conclusion

The proposed vote pursuant to State law is clearly warranted by expressed community interest as documented in this report. PBID adoption in the San Pedro area is probable.

As we may of additional assistance, please contact me.

Sincerely,

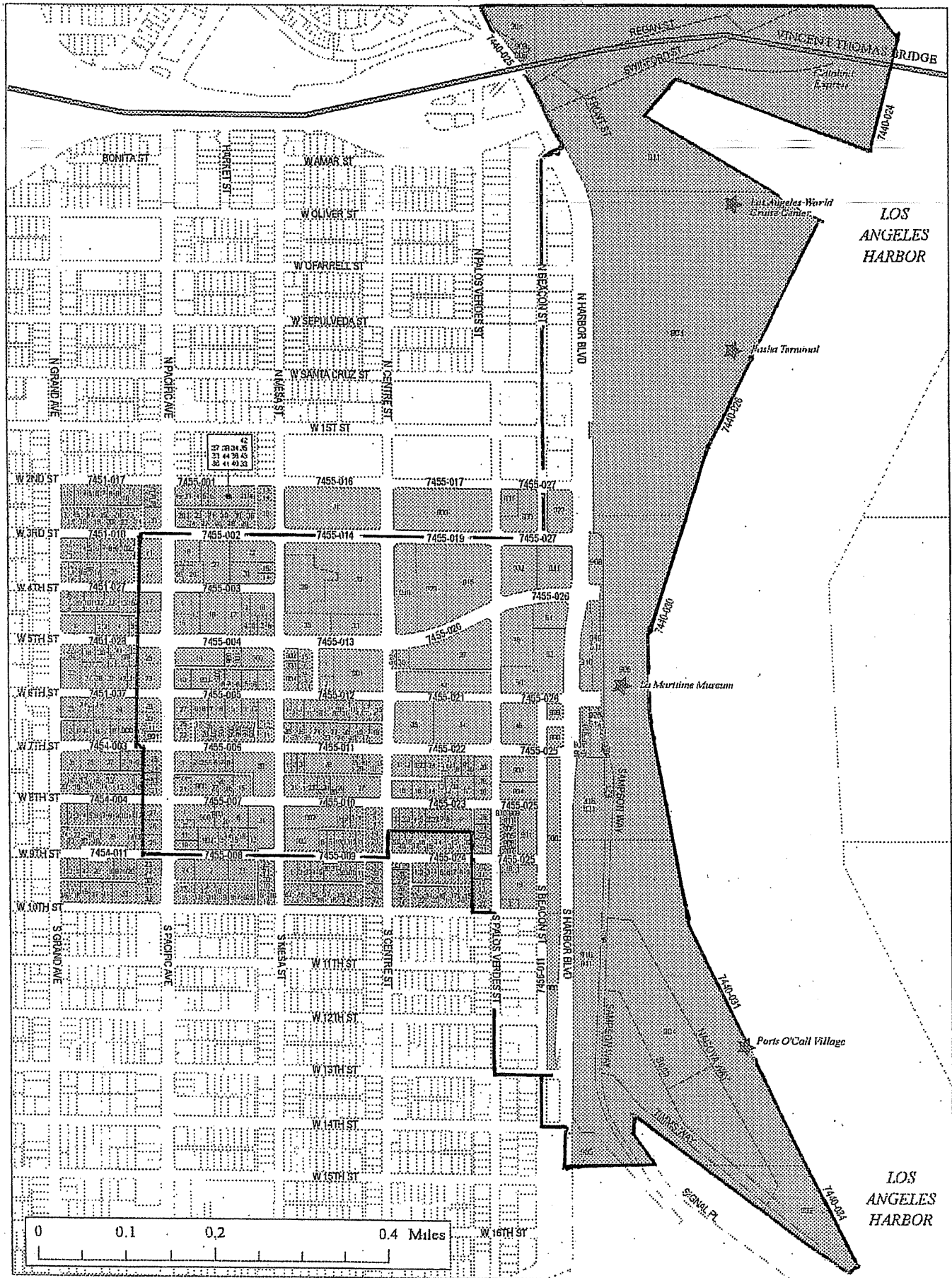
A handwritten signature in black ink, appearing to read "Donald R. Duckworth". The signature is fluid and cursive, with the first name "Donald" being particularly prominent.

Donald R. Duckworth
Principal

C: San Pedro PBID Proponent Group Members

ATTACHMENT I. MAP OF PROPOSED SAN PEDRO PBID AREA

SAN PEDRO AREA BID MAP



**ATTACHMENT II. POSSIBLE SERVICE PLAN / BUDGET FOR PROPOSED
SAN PEDRO PBID**

San Pedro BID Service Plan / Budget Concept

I.	Security		
	\$30/hr. x 2 Ambassadors x 8 hrs. x 360 =	\$172,800	
	\$60/hr. x 2 Security Officers x 8 hrs. x 360 =	\$345,600	
	Sub Total	\$518,400	
II.	Maintenance		
	Sidewalk Sweeping (2x/wk)	\$18,000	
	Sidewalk Pressure Washing (quarterly)	\$22,000	
	Street Sweeping (5x/wk)	\$71,500	
	Porter Service (2x/wk)	\$24,000	
	Bulky Item Pick-up (allowance)	\$10,000	
	Tree & Landscape Maintenance (allowance)	\$24,000	
	Supervision (\$25/hr.)	\$52,000	
	Utilities (allowance)	\$12,000	
	Materials & supplies (allowance)	\$18,000	
		\$251,500	
	Contingency (10%)	\$25,000	
	Sub Total	\$276,500	
III.	Marketing & Promotions		
	Street Tree "Twinkle Lighting" (Capital cost only allowance)	\$15,000	
	Holiday Decorations (one (1) quarterly rotation)	\$7,000	
	Street Light Banner Program (three (3) quarterly rotations)	\$21,000	
	Web site development & operation (\$2,000.00 /yr. on-going)	\$9,500	
	Printed newsletter preparation & distribution (quarterly)	\$2,000	
	Graphics program development	\$2,500	
	Branding & marketing program development (\$10,000/yr. on-going)	\$25,000	
	Printing / advertising	\$10,000	
	Sub Total	\$92,000	
IV.	New Business Attraction		
	Promotional package development & printing.	Sub Total	\$10,000
V.	Policy Development / Management		
	Salaries & benefits (distributed to services budgets)	Sub Total	\$250,000
VI.	Office, Insurance, Accounting		
	BID office expense	\$12,000	
	Office supplies, payroll services & taxes, postage & shipping, telephone		
	BID directors insurance	\$20,000	
	Accounting @ \$5,000.00 / yr.	\$5,000	
	Legal services @ \$2,500.00 / yr.	\$2,500	
	City Clerk services @ \$15,000.00 / yr.	\$15,000	
	Capital outlay (allowance for computers, equip., furniture)	\$10,000	
	Sub Total	\$64,500	
VII.	Uncollected Assessment Reserve (@5%)	Sub Total	\$50,000
VIII.	Contingency & Cash Flow Reserve (@%5)	Sub Total	\$50,000
IX.	Total Budget		\$1,311,400

ATTACHMENT III. SAN PEDRO PBID FORMATION PROJECT SCHEDULE

SAN PEDRO PBID PROJECT SCHEDULE

Project Work Item	Month #1	Month #2	Month #3	Month #4	Month #5	Month #6	Month #7	Month #8	Month #9	Month #10	Month #11	Month #12
Orientation / Scoping		4 weeks										
Contract Preparation												
Initial Stakeholder Mings												
Mting w/ City Council Ofc.												
Mting w/ City Clerk / City Attorney												
Mting w/ San Pedro PBID Formation Committee												
Initial Community Meeting												
Focus Groups / Individual Meetings					14 weeks							
Draft of Proposed Service Plan				X								
Approval of Proposed Service Plan by Formation Committee			X									
PBID Formation Feasibility Report			X									
Database Management												
Draft of Proposed Assessment Formula			X									
Proposed Assessment Formula Approved by Formation Committee				X								
Draft Management District Plan & Engineer's Report						4 weeks						
Review & Revise MDP & Engineer's Report							4 weeks					
MDP Approved by Formation Committee & City Clerk												
Petition Drive										8 weeks		
Submit Petitions to City												
Proposition 218 Balloting & Approval Process												
PBID Approved by City Council												X

NOTE: Changes in the above schedule would be anticipated based upon the community's, and/or City's needs. The above schedule seems to be realistic based upon past experience with similar projects, however.

**ATTACHMENT IV. SAN PEDRO CHAMBER OF COMMERCE LETTER
ABOUT POLICY PRIORITIES TO COUNCIL MEMBER HAHN**

San Pedro Chamber of Commerce
P.O. Box 1000
San Pedro, CA 94068

San Pedro Chamber of Commerce
P.O. Box 1000
San Pedro, CA 94068



San Pedro Peninsula

Chamber of Commerce

July 19, 2006

The Honorable Janice Hahn
Councilmember, 15th Council District
City of Los Angeles
200 N. Spring Street, Room 435
Los Angeles, CA 90012

Dear Councilmember Hahn:

As a follow-up to our recent discussion with you the San Pedro Peninsula Chamber would like to provide you with our public policy priorities for the new Board and new leadership. We appreciate your candor at the meeting and the suggestion that the Chamber needs to formulate its public policy priorities for the business community it represents and to aggressively advocate for those priorities. The following is our list of public policy priorities.

THE CHAMBER'S PUBLIC POLICY PRIORITIES

The mission of the San Pedro Peninsula Chamber of Commerce is to actively work to develop a vital and sustainable local economy that also enhances the social and environmental resources of the community. Our vision is to make San Pedro a superior place to live, conduct business, work and visit. We will do this by building a strong, local business base; advocating for, working with, and representing the interests of business with the various levels of government and community groups; promoting the community; and providing networking opportunities.

To that end, the Chamber recommends your attention to these priority action items within the next twelve months:

With these criteria in mind the Chamber Board supports:

1. Implementation of the Property Based Bid (PBID) for San Pedro.
2. Completion of an Arts and Entertainment Zone
3. A comprehensive Parking Plan for Downtown San Pedro
4. Create a comprehensive Traffic Plan for San Pedro
5. Expand the Los Angeles Police Department's Harbor Division with the aim of providing community based policing and dedicated foot patrols in the redevelopment district.
6. The building of the Port of Los Angeles Police Headquarters on the site next to the Port of Los Angeles Charter High School.



JULY 19, 2006

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SPPCC PUBLIC POLICY PRIORITIES

7. Creation of new opportunities for higher education in the downtown area to prepare our local workforce for the well-paid knowledge based jobs of the future advocating on behalf of the new Port of Los Angeles High School.
8. Continued investment in, and maintenance of, Western Avenue, Gaffey Street, and the Weymouth Corners Business Corridors.

The city's leaders need to concentrate on making Los Angeles a more friendly place for business, providing true "one-stop" centers assisting business owners and operators with permitting, taxation, and other regulatory hurdles. The only way to provide good jobs for the city's residents is by encouraging those who will employ them.

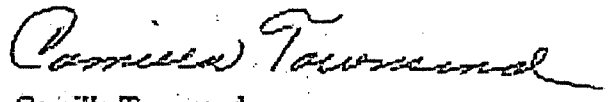
As you are aware we have begun to advocate our positions at community meetings, Harbor Commission meetings and in the press and will continue to do so.

We look forward to working closely with you in the implementation of these projects and to receiving monthly updates from your representatives at our Public Policy meetings.

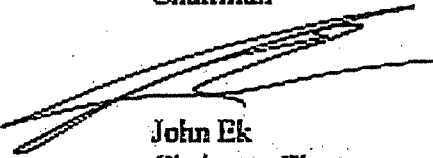
Sincerely,



Anthony Santilli
Chairman




Camilla Townsend
Interim Chief Executive



John Ek
Chairman Elect
Ek & Ek



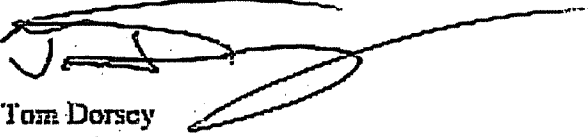
Jack Baric
Pirate Town Productions



James Cross
Cross America, Inc.



James Allen
Random Lengths News



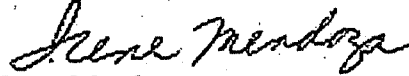
Tom Dorsey
San Pedro.com



Eric Eisenberg
The Renaissance Group



Alan Johnson
Jerico Development, Inc.



Irene Mendoza
Svorinich & Associates, Inc.

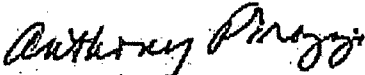
JULY 19, 2006

PAGE 3

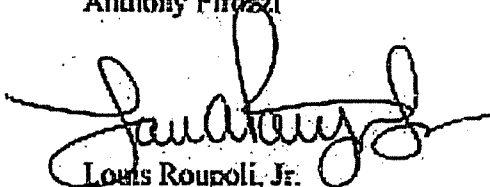
SPPCC PUBLIC POLICY PRIORITIES



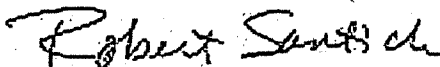
Dr. Lanny Nelms
Harbor Community Adult School



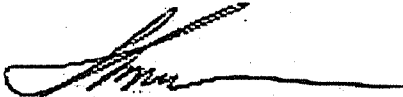
Anthony Pirozzi



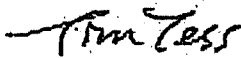
Louis Roupoli, Jr.
Lou's Floor Covering



Robert Santich
Contessa Premium Foods



Sal Solomayor
Bay Cities National Bank



Tim Tess
Pasha Stevedoring & Terminals L.P.



Kevin Williams
Find Your Way Around L.A.




Della Warner

San Pedro Chamber Auxiliary

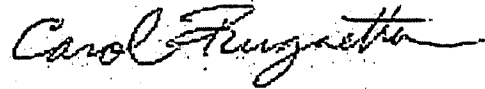
Enclosures



Richard Peterson
LA Inc.



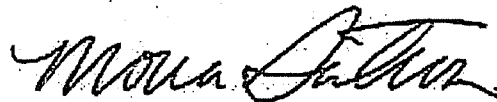
Stephen A. Robbins
VB Management Marketing



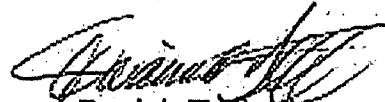
Carol Rugnetta
Crowne Plaza LA Harbor Hotel



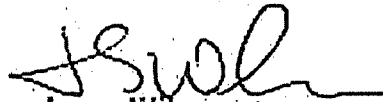
Andrew Silber
The Whale & Ale



Mona Sutton
Omelette & Waffle Shop



Dwainia Tullis
DeTu Salon International



Juyme Wilson
Spirit Cruises

THE CHAMBER'S PUBLIC POLICY PHILOSOPHY

The San Pedro Peninsula Chamber of Commerce develops its action items based on its mission and vision statements, as well as the following principles:

Community and Economic Development

- All development needs to be evaluated on smart growth principle
- The most concentrated development—residential and commercial—should occur downtown.
- Zoning should be utilized to limit density in neighborhoods beyond the downtown area.
- All development must be linked to improved access to public transit.
- All development projects must include adequate parking.
- Projects fostering a pedestrian lifestyle should be given priority.
- Zoning needs to be revised in order to create the urban living atmosphere.
- Retail and commercial redevelopment in central San Pedro should be concentrated downtown along Sixth and Seventh streets and the Pacific Avenue corridor.
- Support beautification of the entrances to the San Pedro Community.
- Continued Investment and Maintenance of Western Avenue, Gaffey Avenue and Weymouth Corners Business Corridors.
- Waterfront development areas should focus on cultural, recreational, and entertainment venues, as well as preserving business along the waterfront.
- Employment development is an important element of the community's growth. Those businesses bringing high-wage, skilled jobs to San Pedro should be given priority in locating appropriate premises and assisted in dealing with regulatory requirements.
- Existing cultural institutions such as the Maritime Museum and Angels Gate Cultural Center should be developed and their expansion encouraged as San Pedro grows.
- When providing retail and commercial opportunities, preference should be given to businesses that are committed to maintaining the character of the San Pedro Community.
- The community's links to its waterfront are vital to the success of downtown development. New structures must maintain these links and help retain San Pedro's unique character.
- Maintain the unique character of various neighborhoods

Public Safety

- The Chamber supports community policing concepts and encourages promotion of a "holistic" approach involving public safety organizations and the residential and business communities, emphasizing quality of life issues.
- The Chamber urges that a comprehensive plan for dealing with port-related emergencies be developed and implemented as soon as practicable.
- The Chamber supports and encourages the involvement of business as an integral component of emergency preparedness planning.

**ATTACHMENT V. SAN PEDRO CHAMBER OF COMMERCE AUGUST 2006
NEWS LETTER**



August 2006

The BUSINESS BEACON

OFFICIAL PUBLICATION OF THE SAN PEDRO PENINSULA CHAMBER OF COMMERCE
AND THE DOWNTOWN SAN PEDRO BUSINESS IMPROVEMENT DISTRICT

*Our mission: to actively work to develop a vital and sustainable local economy
that also enhances the social and environmental resources of the community.*

Chamber Board Identifies Public Policy Priorities

At their July meeting, the Board of Directors signed a letter to Councilwoman Hahn outlining the Chamber's priority action items which they recommend receive attention over the next twelve months. Bearing in mind the mission of the Chamber (see our masthead above), the Board supports:

1. Implementation of the Property Based Bid (PBID) for San Pedro.
2. Completion of an Arts and Entertainment Zone
3. A comprehensive Parking Plan for Downtown San Pedro
4. Create a comprehensive Traffic Plan for San Pedro
5. Expansion of the Los Angeles Police Department's Harbor Division with the aim of providing community-based policing and dedicated foot patrols in the redevelopment district
6. The building of the Port of Los Angeles Police Headquarters on the site next to the Port of Los Angeles Charter High School
7. Creation of new opportunities for higher education in the downtown area to prepare our local workforce for the well-paid knowledge based jobs of the future advocating on behalf of the new Port of Los Angeles High School
8. Continued investment in, and maintenance of, Western Avenue, Gaffey Avenue, and the Weymouth Corners Business Corridors

The Board believes the city's leaders need to concentrate on making Los Angeles a more friendly place for business, providing true "one-stop" centers assisting business owners and operators with permitting, taxation, and other regulatory hurdles. They believe the only way to provide good jobs for the city's residents is by encouraging those who will employ them.

The Board has begun to advocate their positions at community meetings, Harbor Commission meetings and in the press and will continue to do so. They look forward to working closely with the Councilwoman in the implementation of these projects.

To learn about the Chamber's public policy philosophy, please turn to Page 10.

MARK YOUR CALENDAR

- | | |
|---------------------------------|---|
| Wednesday, August 2 | Breakfast Links Networking Opportunity, Simon's Waterfront Banquet Center |
| Thursday, August 3 | 1st Thursday, downtown San Pedro |
| Saturday & Sunday, August 5 & 6 | The 18th Annual "Taste in San Pedro," Pt. Fermin Park |
| Wednesday, August 23 | Business After-Hours Mixer, Harbor View Villas |

CHAIRMAN'S MESSAGE

from Anthony Santich



Our Chamber Installation Luncheon was a tremendous success. Our sold out event was attended by 250 concerned business owners and residents who came to hear Port of Los Angeles Executive Director Dr. Geraldine Knatz speak about the future of our waterfront industry and bridge-to-breakwater development. Dr. Knatz's speech (see the text beginning on Page 5) was inspiring, hopeful and perfectly on point. Attendees left our luncheon with the sense that progress and positive change are happening within the San Pedro Chamber of Commerce and the Port of Los Angeles. And the best news of all was the commitment by Dr. Knatz that the waterfront enhancement projects will go forward, which is vital to our local economy.

There are two things that make San Pedro great and unique, the people and our Waterfront. The economic success of the waterfront has always been important to the success of the town, whether it was 50 years ago when Terminal Island was becoming the fishing industry center of the US, or today with the continued increase in cargo that makes San Pedro Bay the largest container port facilities in the United States by far.

Growth of our waterfront businesses is critical to our town. I know there are a few loud voices that preach against port growth and warn of its dangers, pointing to the past. As the saying goes, they are preaching to the choir. Obviously, this Mayor and this Harbor Commission and this Executive Director get it. The message is clear we will only have growth that is environmentally responsible. The port will grow only if it grows green.

After listening to Dr Knatz speak, you begin to understand that port growth is not the enemy of the environment or our town, it is the partner and it is our future. The economic success of the port provides the funds to implement the aggressive air and water quality programs, as well as build the world-class waterfront that the Port and the Mayor are committed to. Dr Knatz's words clearly demonstrate that the Port of LA is not only striving to be the best port in the world, but the best port for the world. We in San Pedro and the surrounding communities will be the benefactors of this noble effort.

We all want cleaner air and water. The waterfront businesses understand this and are making it happen to improve the quality of life for all of us who live and work around the harbor. Quality of life is an important issue; especially for our Chamber. The heart of all quality of life discussions for every family begins with a job, a good job, with a livable wage. The Chamber of Commerce is here to promote those jobs that provide economic opportunity and environmental responsibility.

The San Pedro Peninsula Chamber of Commerce is working closer than ever with the Councilwoman and the Port to make San Pedro the great town it was in the past and better than ever before.

THE CHAMBER'S BOARD OF DIRECTORS

Chair:

Anthony Santich, The Port of Los Angeles

Past Chair:

Stephen Robbins, VB Management
Marketing Services

Chair-Elect:

John Ek, Ek & Ek Public Advocacy

Vice Chair, Community Development:

Lanny Nelms, Harbor Community Adult School

Vice Chair, Economic Development:

Jack Baric, Pirate Town Productions

Vice Chair, Finance:

Sal Sotomayor, Bay Cities National Bank

Vice Chair, Public Policy:

John Ek, Ek & Ek Public Advocacy

Chamber Auxiliary President:

Della Warner

James Allen, *Random Lengths News*

James Cross, Cross America, Inc.

Tom Dorsey, SanPedro.com

Eric Eisenberg, The Renaissance Group

Alan Johnson, Jerico Development

Irene Mendoza, Svorinich & Associates, Inc.

Richard Peterson, LA, Inc.

Anthony Pirozzi, individual

Lou Roupoli, Lou's Floor Covering

Carol Rugnetta, Crowne Plaza Hotel

Robert Santich, Contessa Premium Foods

Andrew Silber, The Whale & Ale

Mona Sutton, The Omelette & Waffle Shop

Tim Tess, Pasha Stevedoring

Dwainia Tullis, DeTu Salon International

Kevin Williams, Find Your Way Around L.A.

Jayme Wilson, Spirit Cruises and Boardwalk Cafe

**A Message
from
Camilla
Townsend**

*Interim President
and
Chief Executive
Officer
of the Chamber*



As you know, the Chamber is going through some major changes. Just as people grow and evolve, so do cities. San Pedro is no exception, and the Chamber Board has recognized the need to evolve along with the community and assume a proactive leadership role in this endeavor.

We have changed our mission statement, which is "To promote, support and advocate the interests of the business community by actively working to develop a vital and sustainable local economy that also enhances the social and environmental resources of the whole community." Economic growth, a healthy environment, and social climate are critically linked. For any society to be sustainable, an holistic approach to balancing them is necessary.

We have many new, exciting projects underway, but I would like to mention one of them...our banner project, inspired by the Pirate Town production "Port Town" by Jack Baric. The new banners will be all over town....Gaffey, Pacific, 5th, 6th, 7th, 9th Streets as well as on 25th and Western and Weymouth Corners. We see this as a symbolic way of linking the community to the waterfront while we anticipate the beautiful new Los Angeles waterfront being developed by our Port.

We are enthusiastic and passionate about this renewal of our organization and truly want to be the San Pedro Chamber of Commerce, champion of business and community.

A Disaster Plan is Essential!

*This article was written and contributed by
Chamber member Scott Carter of Scott Carter
Insurance, for the benefit of other members and
the community.*

Do you have a disaster plan to protect your business? Do you have one to protect your home & family? Which will you protect first? Hard questions are easier to answer now than when the disaster is upon us. If the answer is negative to these questions, do you want to start one?

The C.O.P.S.S. (Committee on Port Security & Safety) Committee has been meeting for the past year under the leadership of Lonna Calhoun. She has brought together all available resources for us. It is tremendous stuff! (For details on the group beyond this article, please go to their website.)

Taken from COPSS information, it states: "The Committee has unified 4 Harbor area Neighborhood Councils and concerned community organizations with a single mission to ensure the safety of those who live and work in or near the Ports of Los Angeles".

The Committee's goals are to research what has to be done, what is being done and what needs to be done to secure the Ports and safeguard the community; assist in information dissemination to the community; promote accountability for safety and security among Port Management, City, County, State & Federal governments; and to create a sense of urgency by all concerned that this issue is a high priority to all Harbor Area Stakeholders.

(continued on Page 11)

The Business Beacon is a monthly publication of the
**SAN PEDRO PENINSULA
CHAMBER OF COMMERCE**

390 West 7th Street, San Pedro, CA 90731
Phone: (310) 832-7272 Fax (310) 832-0685

info@sanpedrochamber.com
www.sanpedrochamber.com

Chamber Staff:

Director of Marketing & Special Events:

Debby Morgan

Office Manager: *Carolyn Brownell*

Administrative Assistant: *Danielle Klopmeier*

Port Director's Point of View

The following are remarks by Dr. Geraldine Knatz at the San Pedro Peninsula Chamber of Commerce's Installation Luncheon on July 21, 2006.



Good afternoon, and thank you for inviting me to speak today. Thank you for being so patient. I had tried to hold off on speaking engagements for my first six months because there was so much to do when I first joined the port. Also, I wanted to be able to immerse myself in the job for awhile so I could come and talk with you about the kinds of things I know you are interested in.

But even though you had to wait a bit to get me here, I want you to know this is not the first time I have spoken at the chamber. I can remember coming to meetings when Leron Gubler was the director and I can even remember the subject: planning the waterfront.

When I started this job, I laid out 11 goals for the Port. Some I will talk about today. I never expected to come to the Port and find nearly 200 staff vacancies, a third of the long-term leases expired and a capital expansion program that had pretty much ground to a halt.

Coupled with several key vacancies at the senior level, I have not been able to move as quickly as I would have liked on all our initiatives.

But, I'm pleased to report that we have been able to achieve some very notable things during the first six months and there is a lot on the horizon for the next 6 months.

My goals are simple: We will grow . . . we will grow green . . . and we will achieve greatness — a great place to work, a great place to do business and a great port city.

Out of necessity, I had to personally devote a considerable amount of time to the "greening" part. First and foremost, last month we released the draft San Pedro Bay Ports Clean Air Action Plan. What's different about what we did is that we are setting standards. Lots of people told me we couldn't set standards — but I saw that this as the only viable way to get the maritime industry where it needs to go and I am personally driven to push this agenda worldwide.

I can't emphasize enough how important it was to have the EPA, CARB and AQMD logos on the plan. This is virtually unheard of! And I was not going to give up until we had them all.

It's not perfect . . . and it's definitely not finished. This is a living document that will change as new technologies are invented and tried.

We've made it flexible, so our customers have options but I will put no project before our Board for approval unless I can show that, over time, that operation will reduce health impacts from where they are today, while at the same time allowing them to grow.

The biggest hurdle is changing-out our truck fleet in 5 years. Our first step is a joint effort with AQMD and POLB to purchase LNG trucks to get them out into the workplace so people can test them and begin to get comfortable with them. Jointly, we'll be purchasing at least 135 trucks right away.

You have a perfect opportunity to help us carve our future. The last of our four community workshops is on Tuesday, July 25. It's at 6 p.m., here at Peck Park. We can take your comments there, or you can comment in writing to the Port's Environmental Management office.

Many of you have asked me, "What's next?"

(continued on Page 6)

Now, it's time to focus on the growing part. Another interesting thing I found upon joining the Port is a backlog of 18 EIRs. I am doing really well on this — now the number is up to 20!

However, before the end of this year, we will have released the first 5 of those EIRs. The next slug after that is about 9 that we are going to try and push through next year. This is an unprecedented workload — heck, it's a tsunami! (Don't plan any evening events next year, because I am going to be expecting you all at our public hearings.)

It's hard to imagine processing that many EIRs in a year, but there are port businesses who have been waiting years for these reports. The silver lining is that it means that we are in a position to implement the Clean Air Action Plan measures for most of the major port terminals in the next two years.

I keep reading in the Daily Breeze that the Bridge to Breakwater is on hold. That's not true — but people do not realize that I have EIR reports and capital projects queued up. The Bridge to Breakwater is in the second wave of 9, not the first 5. This luncheon could not have come at a better time because I saw this as an opportunity to talk to you about our waterfront development.

First, let me bring you up-to-date: The much-anticipated fountain at the entrance to the Cruise Center and restrooms along the promenade begin construction by year's end and will be completed next summer. At the same time, across the street from the fountain, we will be opening the intersection's "viewshed" by terracing back from the roadway, and enhancing and landscaping the pedestrian ramp at Swinford Street also including a viewing platform.

Early next year, we will be going to bid to construct the Promenade extension from 5th to 7th streets. We'll be creating a "town square" identify at the foot of 6th Street near the Maritime Museum, constructing the 70-foot-wide "Paseo" along Ports O' Call, and extending the "Paseo" in the vicinity of 13th Street to the Red Car station.

We'll be taking out three of the older buildings in Ports O' Call Village, expanding the grass area, and adding public restrooms. The area at the head of the SP Slip will be improved as well. The actual construction period is 1 to 2 years, depending on how we phase work during the summer peak months at Ports O' Call and summertime events at the park.

These types of improvements will continue to the former Unocal tank farm on 22nd Street where green, open space, lighting and parking will be provided.

The last phase will be at Cabrillo Beach where we'll install new playground equipment and picnic areas with parking lot improvements as well.

All of this is needed, as I think you all will agree. It's a total of about 32 acres with just under 21 acres of new or improved open space, pedestrian walks and plazas. Construction should start in December. The cost is about \$44 million.

While I am talking about Cabrillo Beach, I want to explain that, after the busy summer season, we'll be starting a 6-month-long project to replace the sand in the Inner Beach. We've found and repaired an old, leaking sewer line that has been causing much of the water problems over many, many years. Now we're tackling the sand area. We agree that it's overdue for fixing, but it took quite a bit of forensic engineering to find the source of the problem. Then no one wanted to disrupt the summer activities so we agreed to wait 'til Sept. to start.

So at the end of this year, we will have underway about 1 to 2 years worth of construction activity along the waterfront, depending on phasing. It could be less than two years but we don't want to impact active businesses during their peak time.

We're also taking a look at ways to attract visitors to the waterfront. Some of the proposed events will be on a grand scale . . . Have you all heard about the Biennial? Or the "Bee — nah — ly" as they say in Venice? It's a huge arts event also held in the great cities of Venice, Sao Paulo, New York, Pittsburgh and Kasall, Germany.



We're looking at the feasibility of bringing this world renowned event to the Port of LA. Resnicow Shroeder and Associates will be looking at possible event funding sources and artisan participation in a study that will take about 90 days to complete.

You know, I was attracted to this position because of the diversity of uses in the Port. I have had a chance to visit many of the great port cities around the world. . . Barcelona, Marseilles, Seattle. What is it that all great port cities have? People who live and work close to the Port.

You know, I used to thank my lucky stars when I worked over there in Long Beach — I'd say, thank God for the LA Pier — It divides the port from downtown. Nobody can really see us. But I came over here and I realized that the very thing that makes our work at the port here so hard today, is the very thing that can make Los Angeles a great port city. I did not figure that out 'til I got here. In Marseilles, in Barcelona, in Charleston, Baltimore and Seattle . . . What do all the people do? They walk along the waterfront.

People can walk down from where they work and where they live, and they can walk along the waterfront. Don't tell me over there, but Long Beach can never be a great port city. Long Beach can never have a promenade. In fact, a special committee of experts has been brought in to try and figure out what is wrong with the Pike development. The retail is struggling. Two things were identified as the cause — they cut people off from the water and they did not think with the local community in mind.

I want to get all the waterside infrastructure in place in the next 5 years. What I do not want to do is spend months going over the number of brown boxes on a bunch of drawings. The Bridge to Breakwater plan was conceived as a 36 year development plan. 36 years? Do you really want me to lock into place the development opportunities along the entire waterfront today for the next 36 years? Shall we put the Board of Harbor Commissioners in the position of having to compromise between competing pro- and anti-development forces now? Over what? We are not even sure.

Think about what San Pedro will be like a decade or two in the future. The people that move into all these new condos — many of them are likely to be young professionals — Let's face it . . . our kids are not going to be able to afford houses. They are going to change the face of this town. Times will change — They will want and need, AND DEMAND, different things.

At the Port, we will be identifying the specific infrastructure and waterside improvements that we are willing to do. Things like the Downtown Harbor, the extension of the promenade, the roadway improvements, all the things that are going to get these people down to the waterfront.

Public access is the key driver in my thinking. I am going to bring people to the waterfront. I am going to take them right up to the edge — but you are going to have to keep them there. I'd like to see if, as we move forward, we can be a bit more creative about it. And there will be lots of opportunities for commercial development. And those opportunities will only get better when they see the effort we are putting into the surrounding infrastructure.

I am going to make a beautiful bone structure — but I'll be looking to the private sector to propose the muscle. I am waiting for these hotel and retail proposals to materialize and I am not going to go forward with fictitious ones — little brown boxes. I don't even believe the proposals that we might be able to solicit today will be as strong as what we can attract once the Port has done its thing. The best thing I can do for San Pedro is to get your waterside infrastructure and to do it as fast as possible.

There is one notable exception. We have heard cruise line executives talk about the passenger terminals available at the Port of Los Angeles. A few years ago, one terminal was renovated and it is now top-of-the line for passenger handling efficiency and security.

But it's not enough. As soon as I learned we had problems at the cruise terminal, I instructed staff to go forward and upgrade it. I saw no reason to tie this to the Bridge to Breakwater project — regardless of what happens along the waterfront, these improvements are necessary to keep our existing customer base happy.

(continued on Page 8)

But honestly, nothing was more telling about the inadequacy of our cruise facilities in the Port of L.A. than having to see the Queen Mary II come in backwards. The cruise market is strong, our internal marketing studies support it, and I believe we need an outer harbor terminal. Here again, I think some outside the box thinking can provide some solutions to parking and traffic, and I think we need to look at them.

So in the next few months, I will be recommending to our Board the aspects of the plan that the Port should take on and implement, and we will go forward with those. As a Port, we are in a position to facilitate interest in our waterfront. You, as a Chamber, now need to help us SELL it!

Let me give you an example. Next week, I am in Monterey for a meeting of the advisory board to NOAA. (That's the National Oceanic & Atmospheric Administration, like NASA is space, NOAA is the ocean and atmosphere.) At my first meeting at the end of last year, I heard the Admiral lament about the fact that his Southern California research lab is falling into the ocean, and that he is building new research vessels and has home-porting problems. Research vessels that need a home. . . Someone's problem could be our opportunity. Immediately after I learned I had this job, I approached NOAA about getting a research vessel in LA. But you have to compete for these things against other coastal communities. For the business community, and the Chamber in particular, I want to challenge you to step-up to help take on the challenge to secure political support to start bringing these types of facilities to our waterfront.

Maybe it's my academic bent, but the idea of world class research facilities on the waterfront excites me— you know, a research center on global climate change has a nice ring to it. Every year, Congress awards money for different types of research institutes to universities that have to be sited someplace. We already have academic research facilities in this Port. Why don't we capitalize on that? What kind of relationship has this chamber fostered with the major academic institutions to try and work together to secure some of these research facilities? Some of this can't be done by the Port. It's a competition by city. But, it can be done by an involved and engaged Chamber working with our Mayor's office.

Similarly, we have just agreed to be a major sponsor for Marine Digest's Annual China Conference in September of next year. They wanted to hold it in downtown LA, but I told them I would not sponsor it unless they held it in San Pedro. They are nervous about that — it could be 350 people and we told them it had to be at the Doubletree Hotel here in San Pedro or no sponsorship. And let me tell you I was a bit concerned about pushing too hard and pushing them over the bridge.

They want a permanent location, but a lot depends on their welcome. This event includes what they call "collaborative dinners" on their agenda. They'll be looking for good, friendly venues for these numerous small group dinners. I encourage you to help us welcome these 350 visitors to our community.

Now, I know that some members of the Chamber have coined the term "Port Town" for San Pedro, and I think that's wonderful. But for you and the nearly 4 million residents of LA, the goal I share with the Harbor Commission is to make Los Angeles a Great Port City. I was honored and humbled to be selected for this job and to be welcomed so heartily back here where I had my start in the port industry. I look forward to a long and productive relationship with the chamber but be prepared — because I am going to be giving you assignments and I expect you to deliver as well.

The vision I leave you with today is 5 years in the future -- Imagine: 6 miles of waterfront open to public access, the port terminals are just humming along . . . oh, there is some grumbling out in the terminals on Terminal Island and in Wilmington because there is so much construction going on, a stream of clean trucks is moving in and out of the ports . . . and in the horizon, no ships spewing black soot. Visualize it . . . because it's a picture of our future and together we are going to make it happen.

Thank You!



The Chamber's Public Policy Philosophy

The San Pedro Peninsula Chamber of Commerce develops its action items based on its mission and vision statements, as well as the following principles:

Community and Economic Development

- All development needs to be evaluated using smart growth principles.
- The most concentrated development—residential and commercial—should occur downtown.
- Zoning should be utilized to limit density in neighborhoods beyond the downtown area.
- All development must be linked to improved access to public transit.
- All development projects must include adequate parking.
- Projects fostering a pedestrian lifestyle should be given priority.
- Zoning needs to be revised in order to create the urban living atmosphere.
- Retail and commercial redevelopment in central San Pedro should be concentrated downtown along Sixth and Seventh streets and the Pacific Avenue corridor.
- Support beautification of the entrances to the San Pedro Community.
- Continued Investment and Maintenance of Western Avenue, Gaffey Street and Weymouth Corners Business Corridors.
- Waterfront development areas should focus on cultural, recreational, and entertainment venues, as well as preserving business along the waterfront.
- Employment development is an important element of the community's growth. Those businesses bringing high-wage, skilled jobs to San Pedro should be given priority in locating appropriate premises and assisted in dealing with regulatory requirements.
- Existing cultural institutions such as the Maritime Museum and Angels Gate Cultural Center should be developed and their expansion encouraged as San Pedro grows.
- When providing retail and commercial opportunities, preference should be given to businesses that are committed to maintaining the character of the San Pedro Community.
- The community's links to its waterfront are vital to the success of downtown development. New structures must maintain these links and help retain San Pedro's unique character.
- Maintain the unique character of various neighborhoods

Public Safety

- The Chamber supports community policing concepts and encourages promotion of an "holistic" approach involving public safety organizations and the residential and business communities, emphasizing quality of life issues.
- The Chamber urges that a comprehensive plan for dealing with port-related emergencies be developed and implemented as soon as practicable.
- The Chamber supports and encourages the involvement of business as an integral component of emergency preparedness planning.



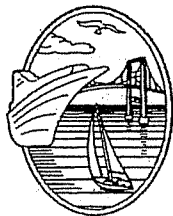
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**ATTACHMENT VI. LETTER OUTLINING PORT OF LOS ANGELES PBID
PARTNERSHIP FOR PBID FORMATION**



San Pedro Peninsula

Chamber of Commerce

Dr. Geraldine Knatz
Executive Director
Port of Los Angeles
P.O. Box 151
San Pedro, CA 90733-0151

Re: San Pedro Property Business Improvement District

Dear Dr. Knatz:

This letter is written to provide you with some background about the meeting that has been requested with you to discuss the property based business improvement district (PBID) that is in the early stages of formation in San Pedro.

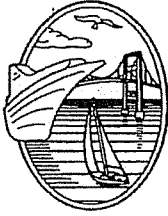
Formation of a PBID has been recognized as the Chamber of Commerce's highest public policy priority! We believe that we have clear indications of support from City Council Member Janice Hahn and the Mayor's Office for this priority. The proponent group is being lead by a number of local business property owners, including Mr. Eric Eisenberg, Chair of the existing business based business improvement district. Public and property owner support for the PBID proposal is growing as more is being learned about the concept and the specific plans for a PBID in San Pedro are being fleshed-out.

Based upon your past comments, we have every expectation that you too will be supportive of the concept of a San Pedro PBID. We see the PBID as leading "the private sector muscle" you have described as so necessary to San Pedro's evolution as a world class "Great Port City." And, all of that is in keeping with one of the essential conclusions of the Urban Land Institute's Advisory Service Panel Report about San Pedro: "Therefore, if downtown is going to be revitalized into a vibrant, active destination, the chamber of commerce must coordinate planning, marketing, and management efforts with the port."

We have requested a meeting with you for the purpose of describing the PBID concept, reporting on the progress we have made to date, and proposing a true partnership between the Port and the business community culminating in PBID adoption. We are hoping that you would consider identifying a particular senior staff representative that could work with the proponent property owner group as they refine the concept for formal adoption.

Attending the meeting will be: Mr. Eric Eisenberg, who is leading the property owner proponent group, Mr. Donald Duckworth, our PBID formation consultant who has just finished successful formation of a major PBID in Hollywood, and me as CEO of the Chamber of Commerce.





San Pedro Peninsula

Chamber of Commerce

Dr. Geraldine Knatz
October 26, 2006
Page 2

The PBID formation project work is at a point at which continued efforts should involve the Port of Los Angeles. So, time is of the essence for our meeting, if timely formation of an effective PBID is to occur by January 2008.

We look forward to meeting with you soon to get more specific and definite about our partnership for a new, world-class port city Los Angeles.

As I may answer any questions, please contact me. Thank you.

Sincerely,

Camilla Townsend

CC: Donald Duckworth
Eric Eisenberg



ATTACHMENT VII. DATABASE OF PROPOSED SAN PEDRO PBID AREA

SAN PEDRO PBID PROPERTY INFORMATION AND 2008 ASSESSMENTS

#	APN	LEGAL OWNER	SITE ADDRESS	MA: STREET ADDRESS	MA: CITY	MA: STATE	MA: ZIP	Zoning	Land Use	Boundary Notes	Bldg Size	Lot Size
1	7440-024-911	L A CITY HARBOR DEPT.						LAM3	Lt. Manu / Printing			3,574,098
2	7440-025-904	L A CITY HARBOR DEPT.						LAM3	Lt. Manu / Printing			1,281,100
3	7440-025-905	L A CITY						LAM3	Lt. Manu / Printing			5,863
4	7440-025-909	LONG BEACH CITY		P. O. Box 570	Long Beach	CA	90801	LAM3				
5	7440-026-903	L A CITY HARBOR DEPT.						LAM3	Lt. Manu / Printing			1,957,586
6	7440-030-802	LONG BEACH CITY		P.O. Box 570	Long Beach	CA	90801	LAM3	Lt. Manu / Printing			1,307
7	7440-030-821	SOU PAC TRANS CO		1700 Farnam St, Unit #10	Omaha	NE	68102	LAM3	Lt. Manu / Printing			
8	7440-030-822	SOU PAC TRANS CO		1700 Farnam St, Unit #10	Omaha	NE	68102	LAM3	Lt. Manu / Printing			
9	7440-030-906	L A CITY HARBOR DEPT.						LAM3	Govt Owned			684,328
10	7440-030-908	L A CITY HARBOR DEPT.		200 S. Main St.	Los Angeles	CA	90012	LAM3	Lt. Manu / Printing			87,082
11	7440-030-910	L A CITY PARK						LAM3	Lt. Manu / Printing			50,530
12	7440-030-911	L A CITY						LAM3	Lt. Manu / Printing			11,500
13	7440-030-917	L A CITY						LAM3	Lt. Manu / Printing			
14	7440-030-918	L A CITY		P.O. Box 570	Long Beach	CA	90801	LAM3				
15	7440-030-919	LONG BEACH CITY		P.O. Box 570	Long Beach	CA	90801	LAM3				
16	7440-030-920	LONG BEACH CITY		P.O. Box 570	Long Beach	CA	90801	LAM3				
17	7440-030-921	LONG BEACH CITY						LAM3				
18	7440-031-806	SOU PAC TRANS CO		1700 Farnam St, Unit #10	Omaha	NE	68102	LAM3	Lt. Manu / Printing			1,428,639
19	7440-031-904	L A CITY HARBOR DEPT.						LAM3	Lt. Manu / Printing			
20	7440-031-905	L A CITY HARBOR DEPT.						LAM3	Lt. Manu / Printing			32,400
21	7440-031-910	L A CITY						LAM3	Lt. Manu / Printing			
22	7440-034-802	LA CITY HARBOR DEPT		P.O. Box 570	Long Beach	CA	90801	LAM3				
23	7449-007-016	JOHN M. CRUIKSHANK	411 N. Harbor Blvd.	411 N. Harbor Blvd., Unit 200	San Pedro	CA	90731	LAM1	Off. Bldg.		18,134	11,935
24	7449-007-019	RICHARD W. WILLIAMS	508 N. Beacon St.	29841 Knoll View Dr.	Rancho Palos Verdes	CA	90275	LAM1	Lt. Manu / Printing		4,600	9,540
25	7449-007-020	RICHARD W. WILLIAMS	525 S. Harbor	29841 Knoll View Dr.	Rancho Palos Verdes	CA	90275	LAM1	Store		5,054	5,401
26	7449-007-025	EMIL & PAULINE YOUSSEFZADEH	407 N. Harbor Blvd.	407 N. Harbor Blvd.	San Pedro	CA	90731	LAM1	Rest. / Lounge / Tavern		4,465	17,488
27	7449-007-026	MIRIAM T. SHAPIRO	435 N. Harbor Blvd.	10450 Wilshire Blvd., Unit # 2203	Los Angeles	CA	90731	LAM1	Auto Service		12,005	27,482
28	7449-017-002	GEORGE SMART		365 W. 6th St.	San Pedro	CA	90744	LAMR	Parking		2,600	2,614
29	7449-017-007	GEORGE SMART	100 E. 1st St.	365 W. 6th St.	San Pedro	CA	90744	LAMR	Wholesale / Manu. Outlet		6,500	7,144
30	7449-017-008	UNION BAPTIST CHURCH	101 S. Harbor Blvd.	101 S. Harbor Blvd.	San Pedro	CA	90744	LARD	Church		10,384	12,763
31	7449-017-009	HARBOR SHORELINE LLC	111 N. Harbor Blvd.	5316 E. 2nd St., Unit #639	Long Beach	CA	90803	LAMR	Misc. Com'l		1,971	30,405
32	7449-017-902	L A CITY HOUSING AUTHORITY						LARD	S U +			27,007
33	7451-018-021	TONG M & HEY SUHR	303 S. Pacific Ave.	303 S. Pacific Ave.	San Pedro	CA	90731	LAC2	Auto Service		3,692	16,814

SAN PEDRO PBID PROPERTY INFORMATION AND 2008 ASSESSMENTS

#	APN	LEGAL OWNER	Mailing Address Information						Land Use	Boundary Notes	Bldg Size	Lot Size
			SITE ADDRESS	MA: STREET ADDRESS	MA: CITY	MA: STATE	MA: ZIP	Zone				
32	7451-018-022	PALADIN PROPERTIES	325 S. Pacific Ave.	1622 S. Garfield St. Unit #203	San Pedro	CA	90731	LAC2	Auto Service		9,900	20,998
32	7451-027-017	FALSTROM LP TRUST	411 S. Pacific Ave.	1530 Chapala St.	San Pedro	CA	90731	LAC2	Motel		6,202	16,117
33	7451-027-021	JULIAN C & JOAN ISEN	425 S. Pacific Ave.	219 S. Bedford Dr.	Beverly Hills	CA	90212	LAC2	Auto Service		7,878	18,774
34	7451-028-023	AUTOZONE DEVELOPMENT COR	535 S. Pacific Ave.	123 S. Front St.	Memphis	TN	38103	LAC2	Store		7,328	21,240
35	7451-028-026	JOINT EFFORTS INC.	505 S. Pacific Ave.	25533 S. Western Ave. Unit #201	Rancho Palos Verdes	CA	90275	LAC2	Off. Bldg.		11,850	12,720
36	7451-037-011	OBAN RENAISSANCE LLC	629 S. Pacific Ave.	P.O. Box 5348	San Pedro	CA	90733	LAC2	Store		5,000	5,009
37	7451-037-028	IAN F MITCHELL	605 S. Pacific Ave.	1401 Ocean Ave. Unit #210	San Pedro	CA	90401	LAC2	Off. Bldg.		8,910	12,219
38	7451-037-030	GUADALUPE & YOLANDA PEREZ	623 S. Pacific Ave.	4045 N. Virginia Rd.	Long Beach	CA	90807	LAC2	Store		3,045	7,013
39	7451-037-901	L A CITY	643 S. Pacific Ave.	643 S. Pacific Ave.	San Pedro	CA	90731	LAC2	Bank		5,500	6,011
40	7454-003-021	PATTI KRAAKEVIK	741 S. Pacific Ave.	15915 Ventura Blvd. Unit #303	Encino	CA	91436	LAC2	Off. Bldg.		15,030	6,011
41	7454-003-022	PATTI KRAAKEVIK	731 S. Pacific Ave.	15915 Ventura Blvd. Unit #305	Encino	CA	91436	LAC2	Store		1,800	3,006
42	7454-003-023	ANTHONY S & MARGERY BILAS	721 S. Pacific Ave.	P.O. Box 2912	Palos Verdes Peninsula	CA	90274	LAC2	Store		4,500	4,487
43	7454-003-024	ANTHONY S & MARGERY BILAS	717 S. Pacific Ave.	P.O. Box 2912	Palos Verdes Peninsula	CA	90274	LAC2	Store		4,500	4,487
44	7454-003-025	GRACE C PETERSON	705 S. Pacific Ave.	58 Yeacht Harbor Dr.	Verdes	CA	90275	LAC2	Store		8,500	9,017
45	7454-004-025	ARA A TCHAGHLASSIAN	837 S. Pacific Ave.	2395 Tidal Ave.	Duarte	CA	91010	LAC2	Auto Service		5,412	9,017
46	7454-004-026	ANTHONY S & MARGERY BILAS	821 S. Pacific Ave.	P.O. Box 2912	Palos Verdes Peninsula	CA	90274	LAC2	Store / Off.		8,100	9,017
47	7454-004-027	JOHN C & CHRISTINE STRASSHOFER	801 S. Pacific Ave.	1079 Via La Paz	San Pedro	CA	90732	LAC2	Store		8,314	9,017
48	7455-002-002	NORMAN LOONEY	318 S. Pacific Ave.	318 S. Pacific Ave.	San Pedro	CA	90731	LAC2	Store / Off.		1,125	3,008
49	7455-002-014	OWAR H. BRANDS	404 W. 4th St.	441 W. 3rd St.	San Pedro	CA	90731	LAC2	5 U +		7,844	6,700
50	7455-002-015	REFUGIO A RODRIGUEZ	327 S. Mesa St.	327 S. Mesa St.	San Pedro	CA	90731	LAC2	SFR ???		1,284	6,795
51	7455-002-018	THRIFTY OIL CO.	302 S. Pacific Ave.	13116 Imperial Hwy.	San Pedro	CA	90731	LAC2	Service Station		1,050	18,382
52	7455-002-020	JEFF & DEANN CROUTHAMEL	426 W. 4th St.	1134 W. Santa Cruz St.	San Pedro	CA	90731	LAC2	LL Menu / Printing		14,560	22,858
53	7455-002-022	BRIDGE VIEW APARTMENTS L	401 W. 3rd St.	6631 Drexel Ave.	Los Angeles	CA	90048	LAR4	5 U +		63,354	33,715
54	7455-002-026	ANDY C COPPA	334 S. Pacific Ave.	3416 S. Denison Ave.	San Pedro	CA	90731	LAC2	Auto Service		1,404	5,083
55	7455-002-027	KIMF SAN PEDRO LLC	441 W. 3rd St.	21 W. Broad St. Unit #11th	Columbus	OH	43215	LAR4	5 U +		55,728	43,988
56	7455-002-028	GARDEN COURT LLC	468 W. 4th St.	7242 Berry Hill Dr.	Rancho Palos Verdes	CA	90275	LAC2			24,937	
57	7455-003-001	ANTHONY S & MARGERY BILAS	402 S. Pacific Ave.	P.O. Box 2912	Palos Verdes Peninsula	CA	90274	LAC2	Auto Service		5,000	13,504
58	7455-003-003	CROUTHAMEL JEFF E FAMILY	433 W. 4th St.	1134 W. Santa Cruz St.	San Pedro	CA	90731	LAC2	Warehouse / Dist.		4,500	6,752
59	7455-003-006	UNION ART WORKS LLC	403 S. Mesa St.	402 W. 5th St.	San Pedro	CA	90731	LACM	Sho. Shop		4,400	8,228
60	7455-003-007	RODOLFO F & MARIA BRANDES	408 W. 5th St.	408 W. 5th St.	San Pedro	CA	90731	LACM	Auto Service		1,450	6,229
61	7455-003-008	HAROLD C CROUTHAMEL	422 W. 5th St.	4621 Beauvais Rd.	Rancho Palos Verdes	CA	90275	LAC2	SFR ???		2,191	8,229
62	7455-003-009	HAROLD C CROUTHAMEL	428 W. 5th St.	4621 Beauvais Rd.	Rancho Palos Verdes	CA	90275	LAC2	SFR ???		1,370	8,229

SAN PEDRO PBID PROPERTY INFORMATION AND 2008 ASSESSMENTS

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				MA: STREET ADDRESS	MA: CITY	MA: STATE	MA: ZIP					
63	7455-003-012	RAYMOND ZUNIGA	478 W. 5th St	5 Baileline Rd.	Rancho Palos Verdes	CA	90275	LAC2	Warehouse / Dist.		8,250	12,981
64	7455-003-015	ANTHONY S & MARGERY BILAS	430 S. Pacific Ave.	P.O. Box 2912	Palos Verdes Peninsula	CA	90274	LAC2	Store		11,250	12,502
65	7455-003-016	CROUTHAMER JEFF E FAMILY	401 S. Mesa St.	1134 W. Santa Cruz St.	San Pedro	CA	90731	LACM	Warehouse / Dist.		30,803	20,255
66	7455-003-017	CAL TRADE CENTER INC	448 W. 6th St	2029 E. Century Park Unit #1500	Los Angeles	CA	90067	LAC2	Parking		23,000	28,005
67	7455-003-018	FLYING COLORS GROUP	460 W. 5th St	846 Watson Ave. Unit #C	Wilmington	CA	90744	LAC2	Utility / State Prop.		35,400	
67	7455-004-001	CLARENCE D & CAROL WONG	403 W. 6th St	P.O. Box 1653	San Pedro	CA	90733	LAC2	Store / Ofc.		11,600	12,502
68	7455-004-005	MIKHAIL D SPIVAK	428 W. 6th St	4750 Corbin Ave.	Tarzana	CA	91358	LAC2	Store		5,288	6,229
69	7455-004-006	JERICO DEVELOPMENT INC.	434 W. 6th St	222 W. 6th St. Unit #1010	San Pedro	CA	90731	LAC2	Store		6,250	6,229
70	7455-004-007	JUAN S LOPEZ	446 W. 6th St	1616 N. Galleway Pl.	San Pedro	CA	90731	LAC2	Store		4,000	6,229
71	7455-004-010	GEORGE J & SELMA L. LERNER	544 S. Pacific Ave.	17809 Porto Marina Way	Pacific Palisades	CA	90272	LAC2	Store		11,949	12,502
72	7455-004-015											
73	7455-004-018	AMELIA G & WINFRED J ET LEE	454 W. 6th St	3584 Gamado Dr.	Rancho Palos Verdes	CA	90275	LAC2	Store		2,800	4,373
74	7455-004-019	GEORGE & ROBERTA TORRES	500 S. Pacific Ave.	500 S. Pacific Ave.	San Pedro	CA	90731	LAC2	Dept. Store		11,800	32,374
75	7455-004-800	PACIFIC BELL	425 W. 6th St	425 W. 5th St.	San Pedro	CA	90731	LAC2	Utility / State Prop.		57,223	22,651
76	7455-004-900	L A CITY						LAC2	Govt. Owned			5,750
77	7455-004-901	L A CITY						LAC2	Govt. Owned			5,750
78	7455-004-902	L A CITY						LAC2	Store			1,873
79	7455-004-903	L A CITY	460 W. 6th St.	460 W. 6th St.	San Pedro	CA	90731	LAC2	Indoor Cinema		17,352	18,748
80	7455-005-001	HOLLYWOOD RENAISSANCE DE	403 W. 6th St.	P.O. Box 1791	Santa Monica	CA	90406	LAC2	Store		12,833	13,504
81	7455-005-002	HOLLYWOOD RENAISSANCE DE	421 W. 6th St.	P.O. Box 1791	Santa Monica	CA	90406	LAC2	Store		3,000	3,136
82	7455-005-003	CHARLES H & MARILYN SENIOR	425 W. 6th St.	1278 W. Sepulveda St.	San Pedro	CA	90732	LAC2	Store		2,875	3,136
83	7455-005-004	HOLLYWOOD RENAISSANCE DE	429 W. 6th St.	P.O. Box 5348	San Pedro	CA	90733	LAC2	Vac. / Com'l.		5,750	6,229
84	7455-005-005	HOLLYWOOD RENAISSANCE DE	437 W. 6th St.	P.O. Box 1791	Santa Monica	CA	90406	LAC2	Store		10,764	12,502
85	7455-005-006	JERICO DEVELOPMENT INC	455 W. 6th St.	222 W. 6th St. Unit #1010	San Pedro	CA	90731	LAC2	Store / Ofc. Combo		12,500	6,229
86	7455-005-007	JERICO DEVELOPMENT INC	461 W. 6th St.	222 W. 6th St. Unit #1010	San Pedro	CA	90731	LAC2	Ofc. Bldg.		16,985	6,229
87	7455-005-008	ROLAND & MONICA STEINER	469 W. 6th St.	3405 Muldree Ave.	San Pedro	CA	90732	LAC2	Store		8,250	6,229
88	7455-005-009	ARCADE BUILDING ON SIXTH	477 W. 6th St.	7242 Berry Hill Dr.	Rancho Palos Verdes	CA	90275	LAC2	Store / Res.		2,072	6,229
89	7455-005-011	ROSALYN A BRUCATO	402 W. 7th St.	P.O. Box 115	Palos Verdes Estates	CA	90274	LAC2	Store		8,170	8,494
90	7455-005-012	PAUL DENZIN	625 S. Mesa St.	625 S. Mesa St.	San Pedro	CA	90731	LAC2	SFR ???		2,370	4,487
91	7455-005-020	MICHELE CUTRI	470 W. 7th St.	10310 NW 55th St.	Sumisee	FL	33351	LAC2	Rest / Lounge / Tavern		4,800	4,792
92	7455-005-021	RAYMOND M & NANCY CAROFANO	478 W. 7th St.	478 W. 7th St.	San Pedro	CA	90731	LAC2	Store / Res. Combo		3,728	4,792
93	7455-005-022	TRUST DEEDS TO GOLD INC	630 S. Pacific Ave.	630 S. Pacific Ave.	San Pedro	CA	90731	LAC2	Public storage		22,500	7,492
94	7455-005-025	ALAN C & CRISTEN GARSIDE	484 W. 7th St.	484 W. 7th St.	San Pedro	CA	90731	LAC2	Ofc. Bldg.		1,600	2,396
95	7455-005-028	VINCE J TRUDNICH	624 S. Pacific Ave.	624 S. Pacific Ave. Unit #103	San Pedro	CA	90731	LAC2	Store		5,400	5,998
96	7455-005-027	TW PROPERTIES	481 W. 6th St.	312 N. Galleway St. Unit #204	San Pedro	CA	90731	LAC2	Store / Ofc.		21,453	12,998
97	7455-005-900	L A CITY						LAC2	Govt. Owned			4,800
98	7455-005-901	L A CITY						LAC2	Govt. Owned			9,601

SAN PEDRO PBID PROPERTY INFORMATION AND 2008 ASSESSMENTS

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				MA: STREET ADDRESS	MA: CITY	MA: STATE	MA: ZIP					
99	7455-005-902	L A CITY						LAC2	Govt. Owned			2,400
100	7455-005-903							LAC2				
101	7455-005-904	L A CITY	430 W. 7th St.	San Pedro	CA	90731		LAC2	Vac. / Com'l.			4,796
102	7455-005-905	L A CITY	438 W. 7th St.	San Pedro	CA	90731		LAC2	Vac. / Com'l.			4,796
103	7455-006-001	PRAW LAND CO LLC	700 S. Pacific Ave.	Studio City	CA	91604		LAC2	Store / Res.		6,040	11,979
104	7455-006-002	PRAW LAND CO LLC	475 W. 7th St.	Studio City	CA	91604		LAC2	Parking		5,800	6,011
105	7455-006-005	COLLEEN L FRENCH	465 W. 7th St.	Rancho Palos Verdes	CA	90275		LAC2	Rest. / Lounge / Tavern		7,823	3,964
106	7455-006-006	LAZAROFF D FAM LIVING TR	467 W. 7th St.	Palos Verdes Estates	CA	90274		LAC2	Store		3,795	3,964
107	7455-006-007	RAINBOW SERVICES LTD	453 W. 7th St.	San Pedro	CA	90731		LAC2	Store		5,610	3,964
108	7455-006-008	ROBERT C MASTERS	445 W. 7th St.	San Pedro	CA	90731		LAC2	Off. Bldg.		6,000	6,011
109	7455-006-015	CHARLES ELIAS	430 W. 8th St.	Rolling Hills Estates	CA	90274		LAC2	5 U +		16,470	12,502
110	7455-006-016	KIMBERLEY HORN ENTERPR	448 W. 8th St.	San Pedro	CA	90731		LAC2	Pl. School		2,570	6,229
111	7455-006-021	ANTHONY S & MARGERY BILAS	732 S. Pacific Ave.	Palos Verdes Peninsula	CA	90274		LAC2	Store		8,415	10,019
112	7455-006-022	ANTHONY & MARGERY BILAS	726 S. Pacific Ave.	Palos Verdes Peninsula	CA	90274		LAC2	Rest. / Lounge / Tavern		2,050	2,483
113	7455-006-025	ROBERT O DAVIES	471 W. 7th St.	San Pedro	CA	90731		LAC2	Prof. Bldg.		2,462	6,011
114	7455-006-028	JOHN S J J & HONG BARRETT	462 W. 8th St.	San Pedro	CA	90731		LAC2	SFR ???		1,530	10,019
115	7455-006-027	IRMA RAMIREZ	460 W. 8th St.	San Pedro	CA	90731		LAC2	SFR ???	Bank Lots	1,530	10,019
116	7455-006-029											
117	7455-006-900	L A CITY						LAC2	Govt. Owned			15,002
118	7455-007-001	PORT HAROR HOLDINGS LLC	800 S. Pacific Ave.	Palos Verdes Estates	CA	90274		LAC2	Store / Off.		18,000	10,803
119	7455-007-002	812 PACIFIC LLC	812 S. Pacific Ave.	Palos Verdes Estates	CA	90274		LAC2	Store		3,000	3,615
120	7455-007-003	YONG K & YOUNG CHOI	814 S. Pacific Ave.	San Pedro	CA	90731		LAC2	Store		1,500	1,788
121	7455-007-006	HARBOR TERRACE PROPERTY	435 W. 8th St.	San Diego	CA	92121		LAC2	Home		53,192	16,204
122	7455-007-011	FRED J DIBERNARDO	816 S. Pacific Ave.	San Pedro	CA	90731		LAC2	Store		15,800	11,185
123	7455-007-013	DONALD M & DIANE SAYRIZI	448 W. 9th St.	San Pedro	CA	90731		LAC2	Store / Off.		3,732	5,401
124	7455-007-014	ELODIA T VILLANUEVA	444 W. 8th St.	San Pedro	CA	90732		LAC2	SFR ???		1,324	5,401
125	7455-007-015	ELODIA T VILLANUEVA	436 W. 9th St.	San Pedro	CA	90732		LAC2	2 U		1,778	5,401
126	7455-007-016	RONALD & BARBARA GLEASON	424 W. 8th St.	Torrance	CA	90505		LAC2	5 U +		3,168	8,102
127	7455-007-017	RONALD & BARBARA GLEASON	420 W. 9th St.	Torrance	CA	90505		LAC2	LI Menu. / Printing		7,500	8,102
128	7455-007-019	FRED DI BERNARDO	842 S. Pacific Ave.	San Pedro	CA	90731		LAC2	Store		7,800	7,710
129	7455-007-020	HARBOR TERRACE PROPERTY	447 W. 8th St.	San Diego	CA	92121		LAC2	Parking		3,900	4,051
130	7455-007-021	MESA LA VILLA	805 S. Mesa St.	Beverly Hills	CA	90210		LAR4	5 U +		31,890	32,801
131	7455-007-900	L A CITY						LAC2	Govt Owned			16,200
132	7455-007-902	L A CITY	459 W. 9th St.					LAC2	Govt Owned			16,200
133	7455-007-903	L A CITY						LAC2	Govt Owned			6,682

SAN PEDRO PBID PROPERTY INFORMATION AND 2008 ASSESSMENTS

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134	7455-010-001	JOSE A. ROMO	343 W. 8th St.	San Pedro	CA	90731	LAR3	SFR ???		1,278	5,000
135	7455-010-002	VICTOR S S & ADA N MATHEWS	333 W. 8th St.	San Pedro	CA	90731	LAR3	4 U		1,848	5,009
136	7455-010-003	H G KUHLMANN	327 W. 8th St.	San Pedro	CA	90731	LAR3	2 U		1,744	5,009
137	7455-010-004	LEONARD GANT	323 W. 8th St.	San Pedro	CA	90731	LAR3	SFR ???		1,998	5,000
138	7455-010-005	MARK AKHAVAIN	354 W. 8th St.	Corona del Mar	CA	92625	LAR3	Hotel		7,292	5,009
139	7455-010-006	CLAUDIA & ALEJANDRO DELA CRUZ	360 W. 8th St.	San Pedro	CA	90731	LAR3	2 U		2,118	6,228
140	7455-010-007	ADAN & IRMA MARQUEZ	817 S. Centre St.	Downey	CA	90240	LAR3	4 U		3,508	4,487
141	7455-010-008	CARLOS C DUENAS	811 S. Centre St.	San Pedro	CA	90731	LAR3	4 U		3,508	4,487
142	7455-010-009	PAMELA P FRENCH	805 S. Centre St.	Rancho Palos Verdes	CA	90275	LAR3	Rooming House		3,340	4,487
143	7455-010-010	DOMINIC & LUCILLE COMPARSI	342 W. 8th St.	2165 W. General St.	CA	90275	LAR3	5 U +		2,988	7,492
144	7455-010-011	STEVEN T SHULMAN	322 W. 8th St.	P.O. Box 5191	CA	90733	LAR3	5 U +		6,084	5,000
145	7455-010-012	STEVEN T SHULMAN	330 W. 8th St.	San Pedro	CA	90731	LAR3	3 U		3,250	5,009
146	7455-010-013	NARCISA E MALICAY	338 W. 8th St.	San Pedro	CA	90731	LAR3	3 U		2,786	5,009
147	7455-010-019	ROGER S LEWIS		8385 Blackburn Ave.	CA	90048	LAR3	Vac. / Res.			
148	7455-010-020	JOSE D & CARMEN JIMENEZ		835 S. Centre St.	CA	90731	LAR3	Vac. / Res.			
149	7455-010-021	HELENE J BEUTLER	839 S. Centre St.	San Pedro	CA	90731	LAR3	Vac. / Res.			42,079
150	7455-010-902	L A CITY					LAOS	Govt Owned			28,331
151	7455-010-903	L A CITY					LAOS	Govt Owned			
152	7455-011-001	STANLEY ZIMMERMAN	385 W. 7th St.	11111 W. Olympic Blvd.	Los Angeles	CA	90064	LACM	Auto Svc.	2,413	4,792
153	7455-011-002	JOHN I KELLY		3201 Alta Vista Dr.	Bakersfield	CA	93305	LACM	Parking	4,800	4,792
154	7455-011-003	PARADIGM VENTURES LLC	381 W. 7th St.	P.O. Box 991	Palos Verdes Peninsula	CA	90274	LACM	Store	1,200	4,792
155	7455-011-007	MARYLYN E GINSBURG	327 W. 7th St.	325 W. 7th St.	San Pedro	CA	90731	LACM	Lt. Manu. / Printing	3,250	3,006
156	7455-011-009	DONNA STEPHENSON	315 W. 7th St.	22538 Maljorie Ave.	Torrance	CA	90505	LACM	Lt. Manu. / Printing	2,716	4,792
157	7455-011-010	ROBERT C MACKENZIE	309 W. 7th St.	604 W. 37th St.	San Pedro	CA	90731	LACM	Store	3,000	4,792
158	7455-011-011	ROBERT W NIZICH	709 S. Centre St.	1514 W. Averill Park Dr.	San Pedro	CA	90732	LACM	Store / Res. Combo	7,898	4,792
159	7455-011-020	LIBERTY AUDITORIUM LLC	348 W. 8th St.	222 W. 8th St., Unit #1010	San Pedro	CA	90731	LAC2	Store	3,200	5,009
160	7455-011-021	BENITO & FRANCES CASERMA	354 W. 8th St.	1272 W. 14th St.	San Pedro	CA	90731	LAC2	Lt. Manu. / Printing	4,400	5,009
161	7455-011-022	BENITO & FRANCES CASERMA	356 W. 8th St.	921 W. Bloomwood Rd.	San Pedro	CA	90731	LAC2	Lt. Manu. / Printing	2,200	5,009
162	7455-011-023	374 WEST 8TH STREET LLC	374 W. 8th St.	1584 Via Zulia	Palos Verdes Estates	CA	90274	LAC2	Lt. Manu. / Printing	6,440	10,019
163	7455-011-026	CAVANAUGH EUGENE R CO TR	344 W. 8th St.	344 W. 8th St.	San Pedro	CA	90731	LAC2	Lt. Manu. / Printing	2,400	5,009
164	7455-011-027	LIBERTY AUDITORIUM INC	777 S. Centre St.	222 W. 6th St., Unit #1010	San Pedro	CA	90731	LAC2	Otc. Bldg.	1,093	28,270
165	7455-011-028	VARTKES & JEAN BARSAM	331 W. 7th St.	32218 Phantom Dr.	Rancho Palos Verdes	CA	90275	LACM	Store	20,880	35,998
166	7455-011-029	MARILYN E GINSBURG	323 W. 7th St.	325 W. 7th St.	San Pedro	CA	90731	LACM	Store	2,800	4,189
167	7455-011-031										
168	7455-012-001	WARREN A. GUNTER	399 W. 6th St.	P. O. Box 749	San Pedro	CA	90733	LAC2	Store / Otc. Combo	9,280	5,009
169	7455-012-002	WARREN A. GUNTER	387 W. 6th St.	P. O. Box 749	San Pedro	CA	90733	LAC2	Store	4,800	5,009

SAN PEDRO PBID PROPERTY INFORMATION AND 2008 ASSESSMENTS

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170	7455-012-003	GEORGE S. SMART	381 W. 6th St.	365 W. 6th St.	San Pedro	CA	90733	LAC2	Store / Ofc. Combo		4,400	5,009
171	7455-012-004	MICHAEL & BARBARA SCOGNAMILLO	377 W. 6th St.	2018 Beecham Dr.	Ranchos Palos Verdes	CA	90275	LAC2	Rest. / Lounge / Tavern		3,200	5,009
172	7455-012-005	D AMBROS & LUCIA NICK	371 W. 6th St.	371 W. 6th St.	San Pedro	CA	90731	LAC2	Store		4,800	5,009
173	7455-012-006	SIXTH STREET 363 LLC	363 W. 6th St.	365 W. 6th St.	San Pedro	CA	90731	LAC2	Ofc. Bldg.		5,250	6,229
174	7455-012-007	HILLARY & LOUIS ET KAYE	355 W. 6th St.	16943 Tumberry Dr.	Tarzana	CA	91356	LAC2	Store		5,000	5,009
175	7455-012-008	PENINSULA CHAPTER OF NAT	351 W. 6th St.	353 W. 6th St.	San Pedro	CA	90731	LAC2	Store		3,720	3,746
176	7455-012-009	EDWARD & VAN KOLAKOWSKI	345 W. 6th St.	5528 Halston St.	Torrance	CA	90503	LAC2	Store		4,000	5,009
177	7455-012-010	EDWARD & VAN KOLAKOWSKI	337 W. 6th St.	5528 Halston St.	Torrance	CA	90503	LAC2	Store		4,000	5,009
178	7455-012-011	JERICO DEVELOPMENT INC.	333 W. 6th St.	222 W. 6th St. #1010	San Pedro	CA	90731	LAC2	Store / Ofc. Combo		11,600	5,009
179	7455-012-012	PACIFIC OPERATING CO	329 W. 6th St.	P. O. Box 957	Houston	TX	77001	LAC2	Store		5,000	5,009
180	7455-012-013	WARREN A. GUNTER	319 W. 6th St.	P. O. Box 642	San Pedro	CA	90733	LAC2	Store		3,200	5,009
181	7455-012-014	CHARLES & MYRTLE MANDELL	315 W. 6th St.	2115 W. Paseo Del Mar	San Pedro	CA	90732	LAC2	Store		3,900	5,009
182	7455-012-015	JOHN & DONNA PAPADAKIS	301 W. 6th Street	301 W. 6th Street	San Pedro	CA	90731	LAC2	Rest. / Lounge / Tavern		5,000	5,009
183	7455-012-016	ROBERT A. MACKENZIE	616 S. Centre St.	604 W. 37th St.	San Pedro	CA	90731	LACM	Hotel		28,368	9,583
184	7455-012-017	SCALERS SHIP	316 W. 7th St.	316 W. 7th St.	San Pedro	CA	90731	LACM	Ofc. Bldg.		3,000	4,792
185	7455-012-018	SCALERS SHIP	316 W. 7th St.	316 W. 7th St.	San Pedro	CA	90731	LACM	Parking		4,480	4,792
186	7455-012-019	SCALERS SHIP & PAINTERS	316 W. 7th St.	316 W. 7th St.	San Pedro	CA	90731	LACM	Parking		4,480	4,792
187	7455-012-020	WARREN A. GUNTER	335 W. 6th St.	P. O. Box 749	San Pedro	CA	90733	LACM	Rest. / Lounge / Tavern		1,200	4,792
188	7455-012-021	WARREN A. GUNTER	342 W. 7th St.	P. O. Box 749	San Pedro	CA	90733	LACM	Vac / Com'l.		0	4,792
189	7455-012-022	WARREN A. GUNTER	348 W. 7th St.	P. O. Box 749	San Pedro	CA	90733	LACM	Vac / Com'l.		0	4,792
190	7455-012-023	GEORGE S. SMART	355 W. 7th St.	365 W. 6th St.	San Pedro	CA	90733	LACM	Lt. Manu. / Printing		6,880	4,792
191	7455-012-024	DOUGLAS & ROBIN HINCHLIFFE	362 W. 7th St.	116 Spindrift Dr.	Ranchos Palos Verdes	CA	90275	LACM	Ofc. Bldg.		9,600	9,600
192	7455-012-025	DOUGLAS & ROBIN HINCHLIFFE	362 W. 7th St.	116 Spindrift Dr.	Ranchos Palos Verdes	CA	90275	LACM	Parking		5,200	4,800
193	7455-012-026	TOSHIRE & HIROKO NAKAYAMA	382 W. 7th St.	2 Saddlehorn Ln.	Palos Verdes Peninsula	CA	90274	LACM	Ofc. Bldg.		1,200	4,792
194	7455-012-027	SAN PEDRO CHAMBER OF COMMERCE	390 W. 7th St.	390 W. 7th St.	San Pedro	CA	90731	LACM	Parking		3,240	4,792
195	7455-012-028	SUTHERLAND RESOURCES INC.		5850 San Felipe St. #290	Houston	TX	77057	LACM	Parking		4,800	4,792
196	7455-013-001	CURTIS C HIGGINS	538 Nelson St.	P.O. Box 1031	San Pedro	CA	90733	LAC2	Ofc. Bldg.		4,072	14,698
197	7455-013-002	WARREN A GUNTER	354 W. 6th St.	P.O. Box 642	San Pedro	CA	90733	LAC2	Store		6,800	7,754
198	7455-013-003	YOSHIMITSU & HELEN KIKUCHI	380 W. 6th St.	380 W. 6th St.	San Pedro	CA	90731	LAC2	Rest. / Lounge / Tavern		1,935	1,917
199	7455-013-004	SEBASTIAN & DIANA ERVANDES	378 W. 6th St.	2215 Via Velardo	Ranchos Palos Verdes	CA	90275	LAC2	Store		1,935	1,917
200	7455-013-005	EDWARD ABAD	537 Nelson St.	P.O. Box 566	San Pedro	CA	90733	LAC2	Lt. Manu. / Printing		1,462	3,877
201	7455-013-007	EDWARD ABAD		P.O. Box 566	San Pedro	CA	90733	LAC2	Vac. / Res.		3,877	3,877
202	7455-013-008	FIFTH STREET PROPERTIES	383 W. 5th St.	P.O. Box 6100	San Pedro	CA	90734	LAC2	Rest. / Lounge / Tavern		2,848	6,490
203	7455-013-801	L.A CO CAPITAL ASSET LEA	505 S. Centre St.	500 W. Temple St. Unit #754	Los Angeles	CA	90012	LACM	Vac. / Govt Owned		6,622	78,016
204	7455-013-802	L.A CITY	500 S. Mesa St.	555 Ramirez St. Unit #315	Los Angeles	CA	90012	LAC2	Parking		6,622	6,830
205	7455-013-803	L.A CITY	514 S. Mesa St.	555 Ramirez St. Unit #315	Los Angeles	CA	90012	LAC2	Parking		3,870	3,868

SAN PEDRO PBID PROPERTY INFORMATION AND 2008 ASSESSMENTS

					Mailing Address Information									
					MA: STREET ADDRESS	MA: CITY	MA: STATE	MA: ZIP	Zoning	Land Use	Boundary Notes	Bldg Size	Lot Size	

SAN PEDRO PBID PROPERTY INFORMATION AND 2008 ASSESSMENTS

#	APN	LEGAL OWNER	SITE ADDRESS	Mailing Address Information				Land Use	Boundary Notes	Bldg Size	Lot Size
				MAJ. STREET ADDRESS	MAJ. CITY	MAJ. STATE	MAJ. ZIP				
237	7455-022-024	TEAM LOFTS LLC	255 W. 7th St.	221 Main St.	Huntington Beach	CA	92648	Hotel			
238	7455-023-001	HOSSEIN MOALEJ		P.O. Box 4463	Rolling Hills Estates	CA	90274	Vac. / Res.			4,792
239	7455-023-002	HOSSEIN MOALEJ		P.O. Box 4463	Rolling Hills Estates	CA	90274	Vac. / Res.			4,792
240	7455-023-003	HOSSEIN MOALEJ	281 W. 8th St.	P.O. Box 4463	Rolling Hills Estates	CA	90274	SFR 777		2,286	4,800
241	7455-023-004	HOSSEIN MOALEJ	277 W. 8th St.	P.O. Box 4463	Rolling Hills Estates	CA	90274	Vac. / Res.		1,008	4,800
242	7455-023-005	HOSSEIN MOALEJ		P.O. Box 4463	Rolling Hills Estates	CA	90274	Vac. / Res.			4,792
243	7455-023-007	ROBERT R & JENNIFER RANDALL	247 W. 8th St.	247 W. 8th St.	San Pedro	CA	90731	3 U		1,373	4,800
244	7455-023-008	DONALD LAFOREST	241 W. 8th St.	1536 W. 25th St., Unit #217	San Pedro	CA	90732	Vac. / Res.			4,792
245	7455-023-009	DONALD LAFOREST	225 W. 8th St.	1536 W. 25th St., Unit #217	San Pedro	CA	90732	5 U +		6,307	14,418
246	7455-023-021	JACARANDA INC	214 W. 8th St.	P.O. Box 6967	San Pedro	CA	90734	Auto Service		890	4,487
247	7455-023-022	JACARANDA INC	829 S. Palos Verdes St.	P.O. Box 6967	San Pedro	CA	90734	Store		1,575	4,487
248	7455-023-023	PERKOV PROPERTIES	827 Palos Verdes St.	729 Ante Perkov Way	San Pedro	CA	90731	Store / Res. Combo		1,284	4,487
249	7455-023-024	ANTE PERKOV	817 S. Palos Verdes St.	2516 Via Tejon Unit #119	Palos Verdes Peninsula	CA	90274	5 U +		3,007	4,487
250	7455-023-025	COMMAND LINE VENTURES LL	803 S Palos Verdes St.	235 W. 7th St.	San Pedro	CA	90731	Lt. Manu. / Printing		6,226	9,017
251	7455-023-026	HOSSEIN MOALEJ		P.O. Box 4463	Rolling Hills Estates	CA	90274	Vac. / Coml.			
252	7455-023-027	HOSSEIN MOALEJ		P.O. Box 4463	Rolling Hills Estates	CA	90274	Vac. / Coml.			
253	7455-025-900	LA CITY						Govt. Owned			76,786
254	7455-025-901	U S GOVT	839 S. Beacon St.	839 Beacon St.	San Pedro	CA	90731	Govt. Owned		31,050	
255	7455-025-903	LA CITY						Govt. Owned		34,539	
256	7455-025-904	LA COUNTY	122 W. 8th St.	500 W. Temple St. Unit #764	Los Angeles	CA	90012	Govt. Owned		23,762	
257	7455-025-905	U S POSTAL SERVICE						Parking		4,051	
258	7455-025-906	U S POSTAL SERVICE						Parking		4,051	
259	7455-025-907	U S POSTAL SERVICE						Vac. / Govt. Owned		4,051	
260	7455-025-908	U S POSTAL SERVICE	832 S. Palos Verdes St.	832 S. Palos Verdes St.	San Pedro	CA	90731	Dump Site		4,051	
261	7455-025-909	U S POSTAL SERVICE						Store		2,047	
262	7455-025-910	U S POSTAL SERVICE						Vac. / Govt. Owned		2,004	
263	7455-025-911	U S POSTAL SERVICE						Store		4,051	
264	7455-025-918										
265	7455-025-919										
266	7455-026-048	CROUTHAMER FAMILY TRUST	550 S. Palos Verdes St.	2147 W. General St.	Rancho Palos Verdes	CA	90275	Bank		11,248	70,132
267	7455-026-050	BEACON SQUARE OFFICE COM	160 W. 6th St.	4625 MacArthur Blvd. Unit #A	Newport Beach	CA	92660	Store / Otc. Combo		23,600	37,026
268	7455-026-051	BLENDER ENTERPRISES LLC	511 Harbor Blvd.	46 Hecourt	Newport Coast	CA	92657	Rest. / Lounge / Tavern		4,169	35,537
269	7455-026-052	KYONG & MYONG KIM	525 S. Harbor Blvd.	1281 Peacock Hill Dr.	Santa Ana	CA	92705	Motel		57,061	71,386
270	7455-027-932	LA CITY						Com. Redevelopment			63,162
271	7455-027-933	LA CITY						Lt. Manu. / Printing			54,886

SAN PEDRO PBID PROPERTY INFORMATION AND 2008 ASSESSMENTS

#	APN	LEGAL OWNER	SITE ADDRESS	Mailing Address Information					Land Use	Boundary Notes	Bldg Size	Lot Size
				MA. STREET ADDRESS	MA. CITY	MA. STATE	MA. ZIP	Zoning				
272	7458-004-001	ROBERT & EDWINA BUCKLER	131 W. 11th St.	1914 Pelican Avenue 1251 W. Redondo Beach Blvd.	San Pedro	CA	90732	LAC2	Auto Service		2,004	5,924
273	7458-004-002	NEW H PROJECT	1124 S. Palca Verdes St.	Gardena	Gardena	CA	90247	LAR3	Vac. / Res.		2,807	5,940
274	7458-004-003	NEW H PROJECT	1130 S. Palca Verdes St.	Gardena	Gardena	CA	90247	LAR3	4 U		2,840	1,943
275	7458-004-006	OREN FAMILY TRUST	1131 S. Beacon St.	2725 Sunnyside Rd. 910 S. Leiland St., Unit #1	San Pedro	CA	90274	LAR3	5 U +		19,150	5,924
276	7458-004-008	CHRISTOPHER & JULIET CHAPMAN	125 W. 10TH St.	San Pedro	San Pedro	CA	90731	LAC2	5 U +		7,884	5,924
277	7458-004-009	BEACON HOUSE ASSN OF SAN	1012 S. Palca Verdes St.	1003 S. Beacon St.	San Pedro	CA	90731	LAC2	5 U +		5,884	1,918
278	7458-004-012	BEACON HOUSE ASSN OF SAN	124 W. 11th St.	1003 S. Beacon St.	San Pedro	CA	90731	LAC2	5 U +		6,768	5,924
279	7458-004-015	JAY D. & ELLEN MCCAFFERY	1021 S. Beacon St.	1017 S. Beacon St.	San Pedro	CA	90744	LAR3	Boarding House		3,708	5,924
280	7458-004-016	JAY D. & ELLEN MCCAFFERY	1017 S. Beacon St.	1017 S. Beacon St.	San Pedro	CA	90744	LAR3	SFR ???		3,023	2,802
281	7458-004-017	BEACON HOUSE ASSN OF SAN	1003 S. Beacon St.	1003 S. Beacon St.	San Pedro	CA	90731	LAR3	Vac. / Res.		0	2,875
282	7458-004-018	BEACON HOUSE ASSN OF SAN	1003 Beacon St.	1003 S. Beacon St.	San Pedro	CA	90731	LAR3	SFR ???		2,247	5,924
283	7458-004-019	ST. OLAVS CHURCH INC.	1035 Beacon St.	1035 S. Beacon St.	San Pedro	CA	90731	LAR3	Church		9,008	11,892
284	7458-004-020	ST. OLAVS CHURCH INC.	1024 S. Palca Verdes St.	1035 S. Beacon St.	San Pedro	CA	90731	LAC2	Church		536	11,892
285	7458-004-023	Earl K. Seals	1142 S. Palca Verdes St.	2712 Sunnyside Rd. 1251 W. Redondo Beach Blvd.	Rolling Hills Estates	CA	90274	LAR3	5 U +		7,297	11,783
286	7458-004-024	NEW H PROJECT	1122 S. Palca Verdes St.	Gardena	Gardena	CA	90247	LAR3	5 U +		7,772	1,987
287	7458-004-025	BEACON HOUSE ASSN OF SAN	103 W. 11th St.	1003 S. Beacon St.	San Pedro	CA	90731	LAR3	Church		3,834	17,816
288	7458-011-003	CSS REALTY CORP	1214 S. Palca Verdes St.	1952 Hillcrest Rd	Los Angeles	CA	90068	LAR3	Apts.		4,125	5,924
289	7458-011-005	SYLVIA LORETO	1234 S. Palca Verdes St.	932 W. Upland Ave.	San Pedro	CA	90371	LAR3	2 Unit		2,291	5,924
290	7458-011-006	CSS REALTY CORP	1245 W. Beacon Avenue	1952 Hillcrest Rd	Los Angeles	CA	90068	LAR3	Vac. / Res.		0	5,924
291	7458-011-013	CSS REALTY CORP	1222 S. Palca Verdes St.	1952 Hillcrest Rd	Los Angeles	CA	90068	LAR3	5 U +		24,007	5,924
292	7458-012-024	JERICO DEVELOPMENT INC	1300 S. Beacon St.	222 W. 6th St., Unit 1010	San Pedro	CA	90731	LAC2	Ofc. Bldg.		26,242	20,809
		TOTALS									2,865,224	12,494,575

**ATTACHMENT VIII. SAN PEDRO PBID FEASIBILITY FOCUS GROUP
SURVEY SUMMARY**

SAN PEDRO BID FEASIBILITY FOCUS GROUP SURVEY
SUMMARY DATA

		<u>Totals</u>	
		<u>#</u>	<u>%</u>
1).	In your opinion, if a San Pedro PBID is formed, is it more important for that organization to provide "physical improvements" or perform "on-going services"?		
	A). Physical improvements	8	17.0%
	B). On-going services	20	42.6%
	C). Both equally	19	40.4%
2).	Do you think that business in San Pedro would benefit if "physical improvements" as described above were made in the area?		
	A). Yes	44	100%
	B). No	0	
3).	Do you think that business in San Pedro would benefit if "on-going services" as described above were made in the area?		
	A). Yes	42	100%
	B). No	0	
4).	From the list above, rank the three (3) most important "physical improvements" below:		
	A). Parking facilities	38	25.9%
	B). Street and sidewalk improvements	34	23.1%
	C). Signage improvements	12	8.2%
	D). Added trees	10	6.8%
	E). Lighting	21	14.3%
	F). Pedestrian shelters	1	0.7%
	G). Trash receptacles	6	4.1%
	H). Planting areas	9	6.1%
	I). Fountains	2	1.4%
	J). Other - Alley improvements	3	2.0%
	K). Other - Seating areas	1	0.7%
	L). Other - Remove homeless	1	0.7%
	M). Other - Colorfully paint all buildings	1	0.7%
	N). Other - Public murals	1	0.7%
	O). Other - Remove homeless	1	0.7%
	P). Other - Support San Pedro Museum of Art project	1	0.7%
	Q). Other - Eliminate ugly security gates on store fronts.	1	0.7%
	R). Other - More stop signs.	1	0.7%
	S). Other - Widen streets.	1	0.7%
	T). Other - Left turn arrows.	1	0.7%
	U). Other - Connection to waterfront amenities.	1	0.7%
	V). Other - Rezone area for high rise development.	0	0.0%
5).	From the list above, rank the three (3) most important "on-going services" below:		
	A). Additional safety or security	39	25.5%
	B). Improved maintenance	22	14.4%
	C). Marketing of existing businesses in San Pedro	27	17.6%
	D). Attracting new businesses to San Pedro	18	11.8%
	E). Representation of business interests before the City of Los Angeles	5	3.3%
	F). Working together more like mall businesses do	5	3.3%
	G). Conducting special events to attract shoppers	12	7.8%
	H). Provision of social services	1	0.7%
	I). Graffiti removal	17	11.1%
	J). Other - Gang abatement	1	0.7%
	K). Other - Marketing on non-business attractions (nature centers, aquarium, mammal rescue, etc.	0	0.0%
	L). Other - Allow live / work lofts to promote local artists	1	0.7%
	M). Other - Resolve negative homeless impacts downtown.	2	1.3%
	N). Other - Remove negative impacts of drug recovery houses.	2	1.3%
	O). Other - No cost "wi-fi" connections.	1	0.7%

6). Other comments:

- > Physical improvements will only work after crime is controlled.
 - > Need a new "idea" for Ports O' Call area and possibly a new name. Align this area with the new name & direction in attracting people to this area.
 - > Get rid of low income, subsidized housing.
 - > Discourage homeless from taking up residence in San Pedro
 - > Pedestrian bus stop shelters should have shade.
 - > Please keep in mind the impact of new residents & business patrons on the older fringes of the downtown. Those areas will feel the crunch in parking & street use.
 - > This is my 1st mtng & I find it very interesting. I would like to be an active participant in future mtngs.
 - > "On-going service" are very important to San Pedro.
 - > Obstacles to attracting new business must be removed.
 - > Get rid of graffiti & add more security.
 - > Growing up in San Pedro, I remember shopping, going to the movies, and walking downtown safely. I would love to be able to do that again.
 - > My comments, unfortunately, reflect our need to get our infrastructure "caught-up," San Pedro has really become run down.
 - > I greatly look forward to getting out of this "catch-up" phase and planning for the future.
 - > It is time! Make it safe. Keep it safe.
 - > It should be a destination & a place that makes you smile because you're glad you were here.
 - > Priority #1 is to get all of San Pedro working together.
 - > Allow outdoor dining.
 - > Improved services & physical facilities need to be major efforts, not piecemeal. Services & improvements must be visible or pessimism sets in. There is tremendous pessimism because so much has failed in the past.
 - > We need all of the listed improvements & services. I think all businesses would benefit.
 - > Bring back the Ports O' Call shops.
 - > Work to improve Pacific Avenue.
 - > Keep our business improved.
 - > Talk to Chief Boyd re camera monitoring system.
 - > Support completion of small kitchen at charter school.
 - > People that live in San Pedro don't know what is here in terms of restaurants, museums, aquarium, etc.
 - > The SS Lane Victory is available for no cost meeting space.
 - > Access to shops is crucial. Parking is the cure.
 - > More businesses open in the evening will bring more dollars to the downtown.
 - > Representation of business interests before the City of L. A. is done by the Chamber.
 - > Graffiti removal is done by GAP.
 - > SP needs a well defined & properly branded town center. We need to name it, brand it, advertise it, improve it.
 - > Reduce the number of container trucks that are on the freeway entering & leaving SP. There are serious perception problems about security in downtown SP; we need very visible security.
 - > Harbor Area Boosters Assn. Supports the LAPD & would love to be working partners with the Chamber.
 - > SP needs to be clean & safe in order for any amount of new development to attract shoppers, visitors, residents, & businesses.
 - > Cultural attractions need to be promoted & supported (LAMM, WGT, Aquarium).
- Why didn't the BBID complete the referenced improvements in the downtown? Will business have to pay for both? Downtown SP has a terrible reputation and until the major problems of gangs & homeless are removed, nothing anyone does will help.
- Attracting quality retail is vital. Soon we will have new residents, but with no quality shopping available, they will take their spending power elsewhere. Talk to Eric Eisenberg, he's got the right thinking.
- The social service are killing us. The area is full of drunks & dopers who live in the area on "welfare" supported facilities.
- Would like to see a better connection from Downtown to the waterfront including bocce ball, cruise ship terminal, museums, aquariums, red car, etc.
- > Hope to find a way to help existing merchants with keeping rents affordable.
 - > The PBID is a great project.

